

# Childhood Obesity Campaign

## Evaluation Summary November 2014 – November 2015

### Briefing April – May 2016

#### 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

##### Frequency of giving treat foods

The percentage of parents giving treat foods **once a day** increased from

**2014 18%** to **2015 34%**

Percentage of parents giving treat foods **more than once a day** increased from

**2014 6%** to **2015 10%**

[safe food.eu](http://safe food.eu)  
#LetsSayNo



**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

**Childhood Obesity**  
*Let's take it on, one small step at a time*

##### Reduce the amount of treat foods

**50%**

reported trying to **reduce the amount of treat foods** their child eats

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



## Sleep: A new message in 2015

### Message communication

**74%** **75%**

said the ads contained new information

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



### 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

**48%**

success rate



**39%**

attempted removing screens from rooms

**13%**

success rate



#itsBedtime

Which bedtime story character are you?



## 2016 Campaign Briefing 25th April – 23rd May

### Background

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 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

**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>

**Download the Guide for Health Professionals**

<http://www.safefood.eu/Childhood-Obesity/A-guide-for-health-professionals.aspx>

**Watch videos for expert advice**

<http://www.safefood.eu/Childhood-Obesity/Videos/Experts.aspx>

**Download infographics**

<http://www.safefood.eu/Childhood-Obesity/Facts.aspx>  
<http://www.safefood.eu/Childhood-Obesity/Lets-Say-No/How-Many-Calories-In.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](mailto:acastles@safefood.eu) Telephone: +353 1 448 0615 Visit: [safefood.eu](http://safefood.eu)

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