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Health Services Executive





START campaign

Healthy weight for children

5 year campaign 2017-2021

For parents, by parents

Delivered through partnership - *safefood*, HSE, Healthy Ireland, The Public Health Agency and The Dept. of Health, NI

www.makeastart.org

Rationale

Overweight and obesity remains a major public health challenge for us all.

- At least **one in five** children are currently overweight or obese
- Unless we halt and reverse these trends, nearly every child born today will be overweight by the time they reach 50
- The lifetime costs of childhood obesity in Ireland is estimated to be **€7.2 billion**

The lifestyle habits that support children to achieve and maintain a healthy weight throughout life are established in childhood.

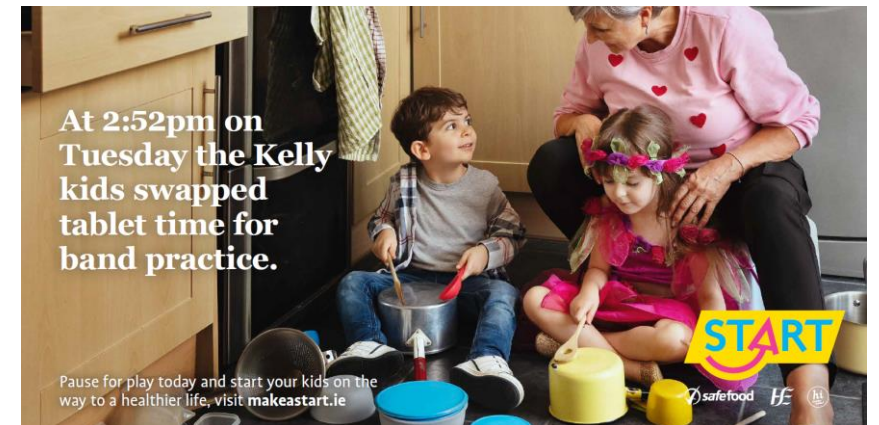
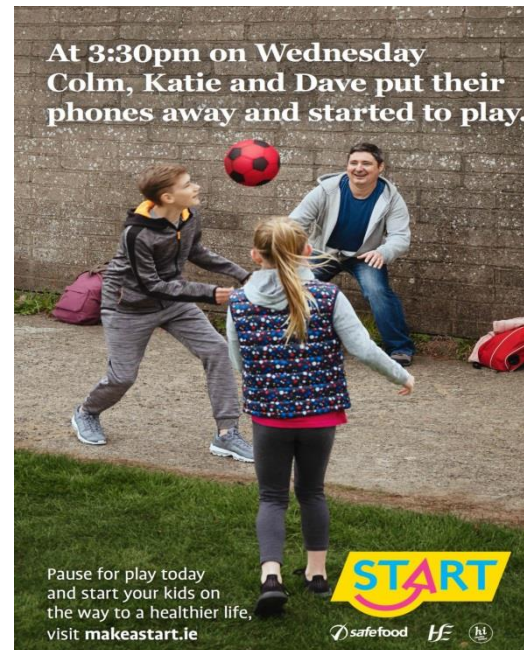
Campaign objectives

- The campaign seeks to help families take that first step and then to continue ongoing steps towards a healthier lifestyle for their children.
- We will encourage them to START with one daily win, and encourage them to persist no matter how often life intervenes to derail them.



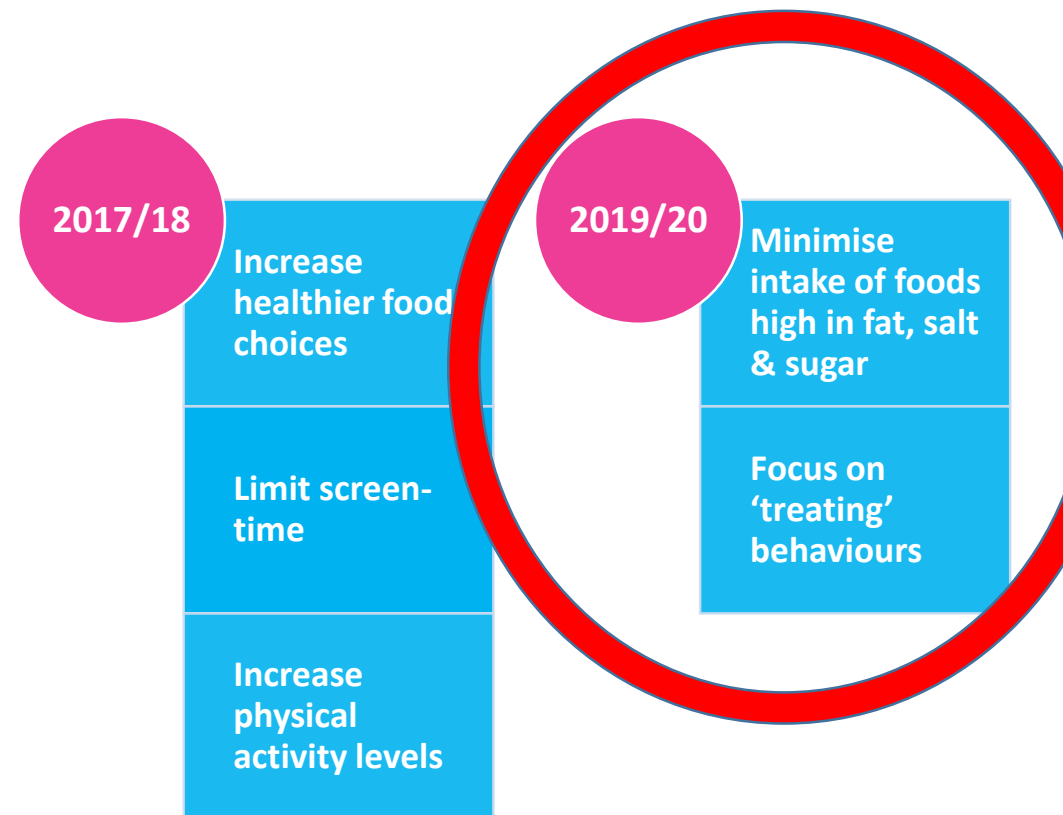
Target audience

- Supporting parents and carers of children aged between 6 months and 12 years of age. Leaning towards C2DE



Core evidence based behaviours

- Minimise intake of foods high in fat, salt and sugar.
- Establish water and milk as routine drinks.
- Appropriate child-sized portion sizes.
- Increase healthier food choices – more fruit, vegetables and salad.
- Increase physical activity levels.
- Limit screen-time.
- Increase sleep-time.



Research to understand and inform

- Examination of the literature
- Safefood commissioned research to understand behaviours
- Co-creation groups in the community to inform specific message development
- Focus groups to test & give extra insight to our creative ideas

About treats..

Social

Treats have become normalised in children's diets – they're no longer 'treats'. Parents recognise treats at particular moments but don't think about the totality of them during the day/week

Parents

I don't think my kids/my family eat that many treats. Besides, trying to reduce how many treats they get seems like an impossible task

Brand

START is a campaign all about helping parents to achieve the small "no treat"/"less treats" wins at typical *pinch-points* like the afternoon, evening and weekends.

Cultural




Parents are the main 'treaters' however everyone else wants to give children food treats too, and all for different reasons.

The Behaviour Change Wheel

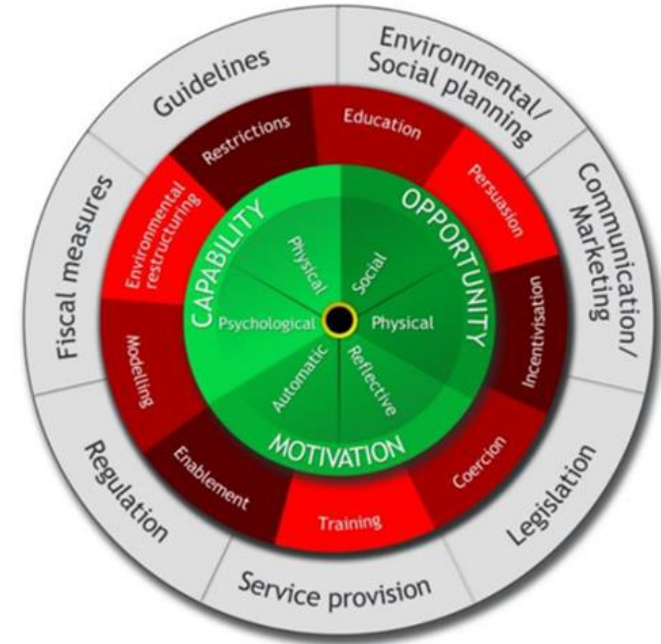
A method for characterising and designing behaviour change interventions

A behaviour system at the hub, encircled by intervention functions and then by policy categories.




Policy categories – ways to make the intervention happen

-  Sources of behaviour
-  Intervention functions
-  Policy categories

Policies:
Decisions made by authorities concerning interventions



Designing Behaviour Change Interventions – BCW approach

STEP 1	What behaviour(s) are you trying to change?	Define 'problem' in behavioural terms	Who does what, when, where?
STEP 2	What will it take to bring about change?	Understand behaviour in context and identify change barriers/enablers	 <p>COM-B</p>
STEP 3	What interventions might work?	Consider range of intervention strategies, matched to COM-B	Behaviour Change Wheel 
STEP 4	Which specific components should your intervention involve?	Design your intervention, selecting appropriate behaviour change technique(s) and the mode(s) of delivery	Behaviour Change Wheel & Taxonomy of BCTs 

Reflective Motivation
Plans, beliefs, intentions

Parents believe that they can say no to treats

Parents believe that to protect their children they need to say no to treats

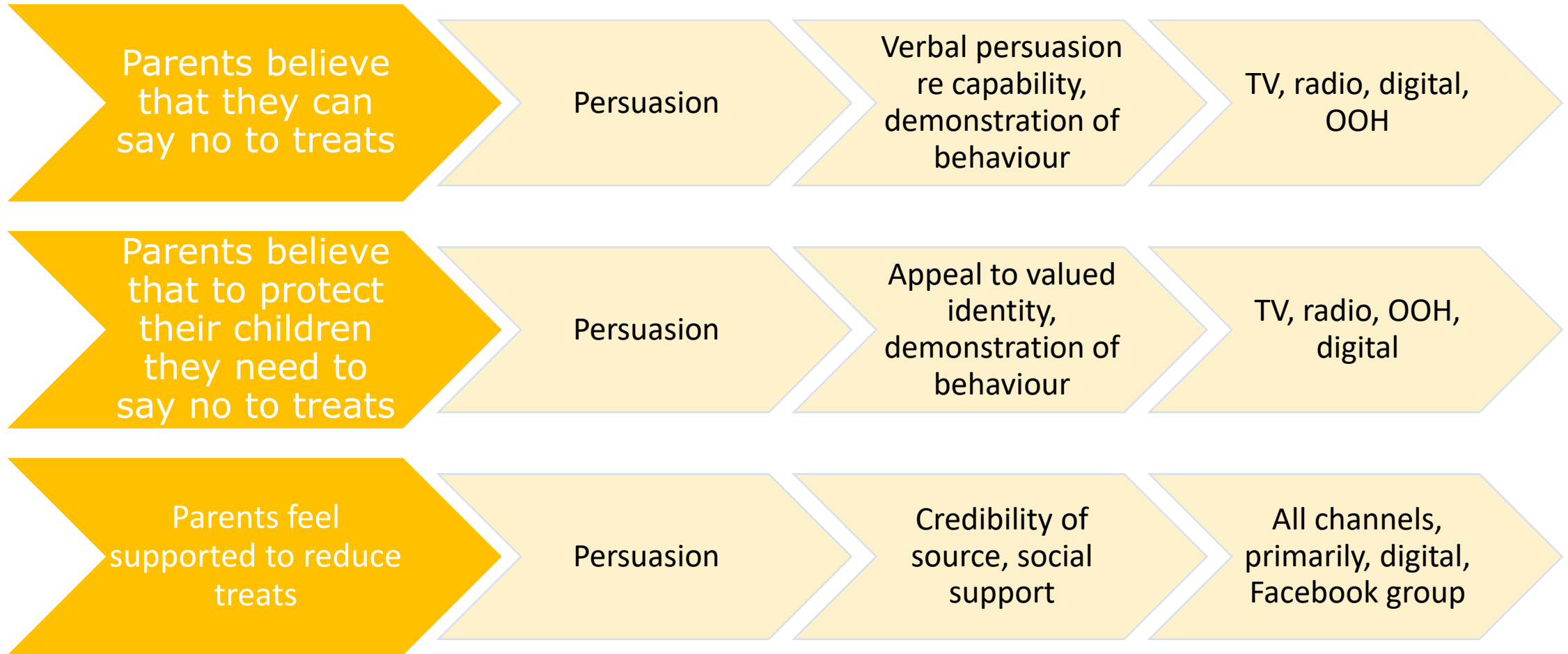


Needs to happen

Intervention function

BCT

Creative execution





START

IT TAKES A
HERO
TO BE THE
BAD GUY



“I was proud of her really. I did think she was going to crack... and then when she said no, I was a bit surprised. And I thought, well done, that’s a good choice for you.”

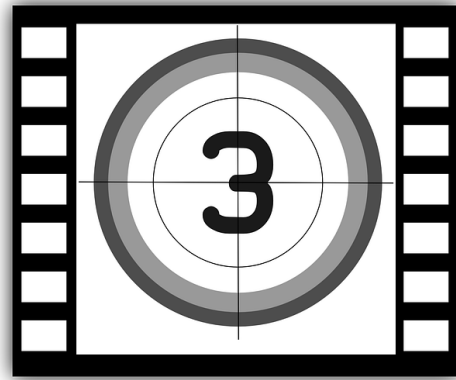
“You are feeling proud of her that she didn’t give in”

“You can tell there is a plan in place.” There are rules in the house”

“It makes it easier to say no (making a plan) was the biggest message that I took from that”



Reaching our audience





Visualising success by 2022

- Reverse trends
 - Demonstrate measurable progress that supports national strategies.
- Behaviour change
 - Monitor behaviour change through pre / post-quantitative research to measure self-reported behaviour change.
- Provide consistency
 - Bring a consistent approach and clear messaging across all relevant sectors.
- Support sustainable communities
- Tackling the obesogenic environment
 - Drive for change through key policy initiatives.



Thank you.



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