

START CAMPAIGN



Campaign focus: Healthy weight for children

Timing: A five year campaign launching in November 2017

Organisations: Healthy Ireland, **safefood**, HSE and Partners

Dates: November 2017 onwards

Campaign web site: www.makeastart.ie

Rationale

Maintaining a healthy weight in children is a major health challenge on the island of Ireland. As one of the actions of the *Healthy Weight for Ireland 2016 – 2025 strategy*, the Department of Health, Healthy Ireland, Health Service Executive and **safefood** have been engaged in developing a new **5 year** public awareness campaign to address this.

The Start campaign was developed using a co-creation approach, which involved working with parents in particular, and key stakeholders to ensure the campaign was relevant, realistic and could achieve results.

A recurring theme was evident through discussions with parents that life is busy and they have a lot going on. The Start campaign aims to support parents and make them feel proud of their efforts. It's not about being perfect, but starting to make small changes and getting that daily win.

The campaign will adopt a parenting approach that encourages role modelling and consistency. We will be offering families a number of key messages and practical, achievable tips to initiate healthier family lifestyle changes.

Campaign vision

The campaign will aspire to be a society-wide movement that will inspire and support parents to start building and persisting with healthy lifestyle habits.

Campaign mission

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.

Campaign aim

To inspire, empower and support parents to start building and persist with healthy lifestyle habits in the family to prevent childhood obesity.

Campaign language and tone

Our tone will reflect the real lives of parents and families we want to reach. This means capturing the fails, the wins, the humour and the daily routine.



Campaign messages

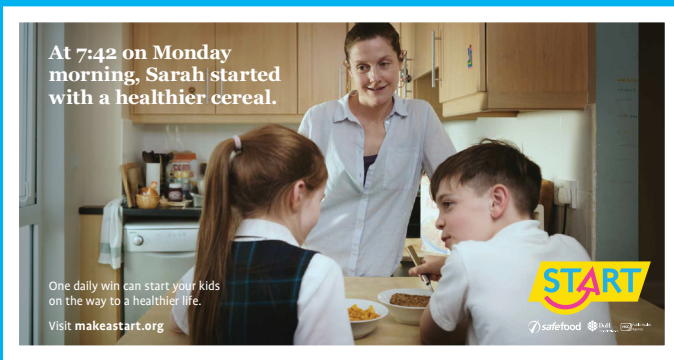
- Minimise intake of foods high in fat, salt and sugar
- Establish water and milk as routine drinks
- Advocate appropriate child-sized portion sizes
- Increase healthier food choices – more fruit, vegetables and salad
- Increase physical activity levels
- Limit screen-time
- Increase sleep-time

Communication channels

The first phase of the campaign advertising will feature on TV, radio, video on demand, outdoor and digital platforms. The campaign will be supported by media relations and social media.

Timings

30th October – 25th November 2017



Examples of our outdoor messages.

Visualising success by 2022

We would like to see a number of measures achieved for this campaign over the 5 years which include:

Reverse trends

Demonstrate measurable progress that supports the national and regional obesity strategies. Specific research will track self-reported lifestyle behaviours knowledge and attitudes through the Healthy Ireland survey data and NDNS and health survey in Northern Ireland.

Behaviour change

Provide families with the tools and confidence to make positive changes to their lives. We will monitor campaign exposure with our target audience across all media and track engagement and use of our support tools. We will use pre and post quantitative research throughout the campaign to measure self-reported behaviour change.

Providing consistency

Bring a consistent approach and clear messaging across all relevant sectors. For example schools, crèches, hospitals and GP surgeries.

Supporting sustainable communities

Assist, support and tap into existing community programmes. For example, parenting programmes, health hubs and active use of community space.

Tackling the obesogenic environment

Become a driver for change through key policy initiatives. For example the sugar tax levy and code of practice for food marketing.

Campaign supporters – let's make a start together

We recognise that a preventative whole-system approach is needed and that the many and varied stakeholders at the front-line are the people who are key in driving the solutions and actions.

The new START brand will be rolled out allowing campaign supporters drawing on the core evidence-based messaging,

to create their own marketing materials to support their own programmes.

This work will ultimately help to promote environments (places where we live, work and play) that support parents and families to start and persist with the campaign's healthier habits.

In return we would ask supporters to:

- Support the behaviour change messages of the campaign
- Amplify and extend the awareness of campaign messages through their own activity
- Contribute to the unique experience to the successful development and delivery of the campaign
- Feedback on case studies of their own campaign activity.

For more information on the campaign and how to get involved visit: www.makeastart.ie

Contact Andrew Castles on 00353 14480615 or e-mail acastles@safefood.eu

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Reduce screen time by taking story time off line.