Multi-agency work to improve the snacking habits of preschool children

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What is ChaMPs?

- Cheshire and Merseyside Public Health Network
- Working collaboratively with PCTs, local authorities, NHS trusts and wider organisations to build capacity in the public sector, and promote public health and well-being
- Cheshire & Merseyside social marketing multi-agency group launched summer 2005
Group objectives

- Run a model social marketing project around food
- Use, understand and refine the national social marketing process
- Increase social marketing capacity
Total process planning model

Scope
- Consumer insight
- Stakeholder engagement
- Behavioural goals
- Segmentation

Develop
- Marketing mix
- Messages
- Creative pre-test
- Baseline

Implement
- Monitoring
- Live adjustment
- Problem solving
- Additional opportunities

Evaluate
- Process
- Impact
- Outcome
- Cost

What now?
- Capitalise
- Plan for medium & long term
Scope

1. Desk research e.g. DH obesity research

2. Segmentation e.g. Mosaic profiles, LSOA’s – households with children aged 3-5 in, and unemployed and long term economically inactive, low-budget supermarket mapping
Scope

3. Consumer insight –
Focus groups, existing activity

4. Stakeholder engagement –
PCT, health visitor, children centre personnel were recruited as ‘Snack Right Ambassadors’
What we learned...

Barriers
- Can’t cook, won’t cook
- Lack of knowledge
- Healthy = too expensive
- Time/convenience
- Rejection by children

Influencers
- Children Centre staff
- Retailers
- Media

Motivators
- Retail offers
- Pester power
Development stage
- testing and refining Snack Right

- Target audience
  - Parents and carers of pre-school children living in deprived areas of Cheshire and Merseyside

- Desired behaviour change
  - Replace an unhealthy snack with a healthy one of fruit or veg

- Snack Right brand developed
Messages

• Healthy snacking is good, and benefits long and short term health
• **Fruit and veg don’t have to be expensive**
• Healthy snacks can be quick and easy to prepare
• **Kids eat healthily when they are in day care**
• Early food preferences stay with you for life
• **Healthy snacks can improve kids’ behaviour**
• Slow release snacks keep child energised longer
Marketing mix

- Leaflet drop
- Media campaign
- Snack Right events
- Retail partnership – Aldi
- Partnership with Department of Health Healthy Start scheme
Implementation – Phase 1

- 15 Snack Right events
- 113,000 households door dropped healthy snacking leaflets
- Highly visual, bright, easy to read, useful materials
- Retail partnership with Aldi
- Media support
- Engaging with ambassadors, parents, carers and children
Healthy food is fun ...

• Hosted at children’s centres
• Demonstrations
• Fruit and vegetable activities
• Tasting sessions
• 1:1 with parents and carers
• Information
• Snack Right and Healthy Start leafleting
What did we learn from phase 1?

- Direct contact with 1,500 children, parents and carers at 15 events
- Multi-agency working enriches insight
- Interventions must be tested properly
- Measuring small scale change in a dispersed population is challenging
- Evaluation showed awareness of Snack Right
- Rise in Healthy Start applications
- Observed photography important to these families ...
Phase 2 – summer/autumn 2008

- 50 events (mixture of agency and ambassador led)
- Direct marketing device using photography to sustain behaviour change
- Cartoon fruit and veg characters
- New baseline for evaluation
- Legacy materials (Snack Right in a Box)
It’s snack time!

Get a child under 4?
Then join us for a fun Snack Right event.
There’ll be free stuff to try and your kids can meet some of the Snack Right Five characters.
So why not come along?

Snack Right

Great reasons to give under 4s healthy snacks

The Snack Right Five
get there on time
Thank you