



World Social Marketing Conference 2008

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Social marketing approach and network creation to prevent childhood obesity in a sustainable way



WSMC, 30 September 2008, Brighton



Contents

4 Facing determinants of obesity

4 EPODE

- ◆ A methodology to prevent childhood obesity at the heart of the city networks
- ◆ Social marketing approach enabling micro-environment changes for healthier behaviours of children and their families

Nutrition and health prevention: popular beliefs and conventional wisdom...

Stigmatization of some foods...

■ LA CONSOMMATION DE PRODUITS DE CHOCOLATERIE EST STABLE DEPUIS 10 ANS

Évolution de la consommation individuelle (Kg/an/habitant) de 1996 à 2005

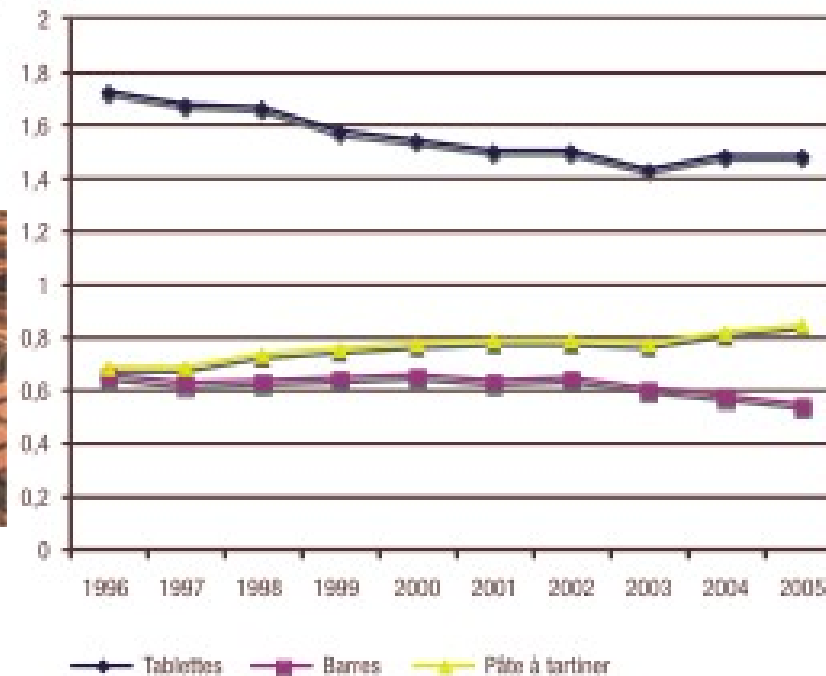
	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Tablettes	1,72	1,67	1,66	1,57	1,54	1,50	1,50	1,43	1,48	1,48
Barres	0,65	0,62	0,63	0,64	0,65	0,63	0,64	0,60	0,57	0,54
Pâte à tartiner	0,68	0,68	0,73	0,75	0,77	0,78	0,78	0,77	0,81	0,84

Source : Nielsen/INSEE

« *chocolate makes get fat* »



kg/an/habitant

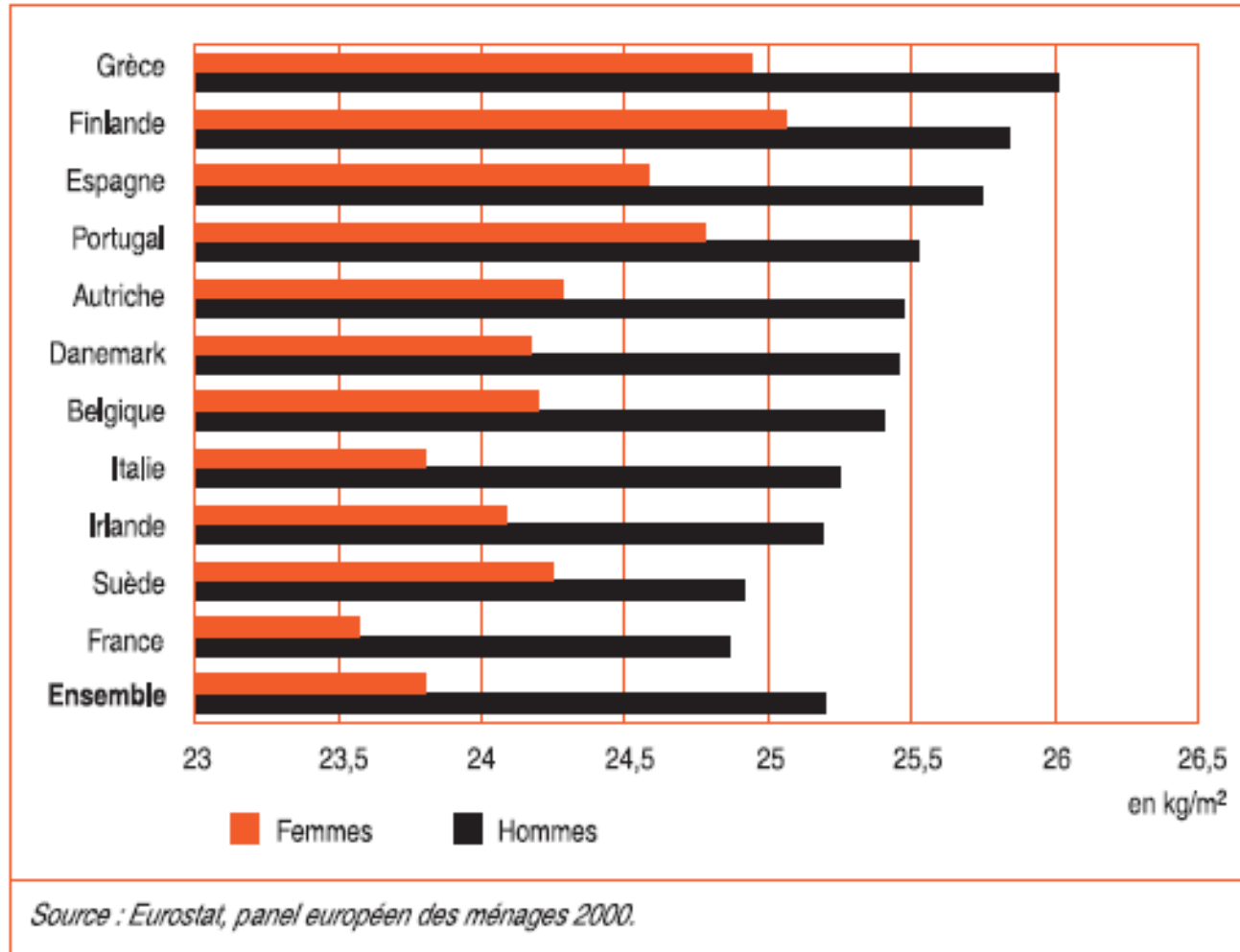


Source : Nielsen / INSEE

- ◆ 1,48 kg de chocolat en tablette correspondent à environ 15 tablettes de 100 g / an
- 540 gr. de barres chocolatées correspondent à environ 11 barres de 50 g / an
- ▲ La consommation de pâte à tartiner augmente légèrement (de 0,68 à 0,84 kg / hab / an) pour atteindre environ 2 pots de 400 g / an

Promotion of some diets...

Figure 3 - Indice de masse corporelle moyen selon le sexe par pays



e.g. the Cretan diet

But Greek people tend to have the highest average BMI in Europe

Stigmatization of some food habits...

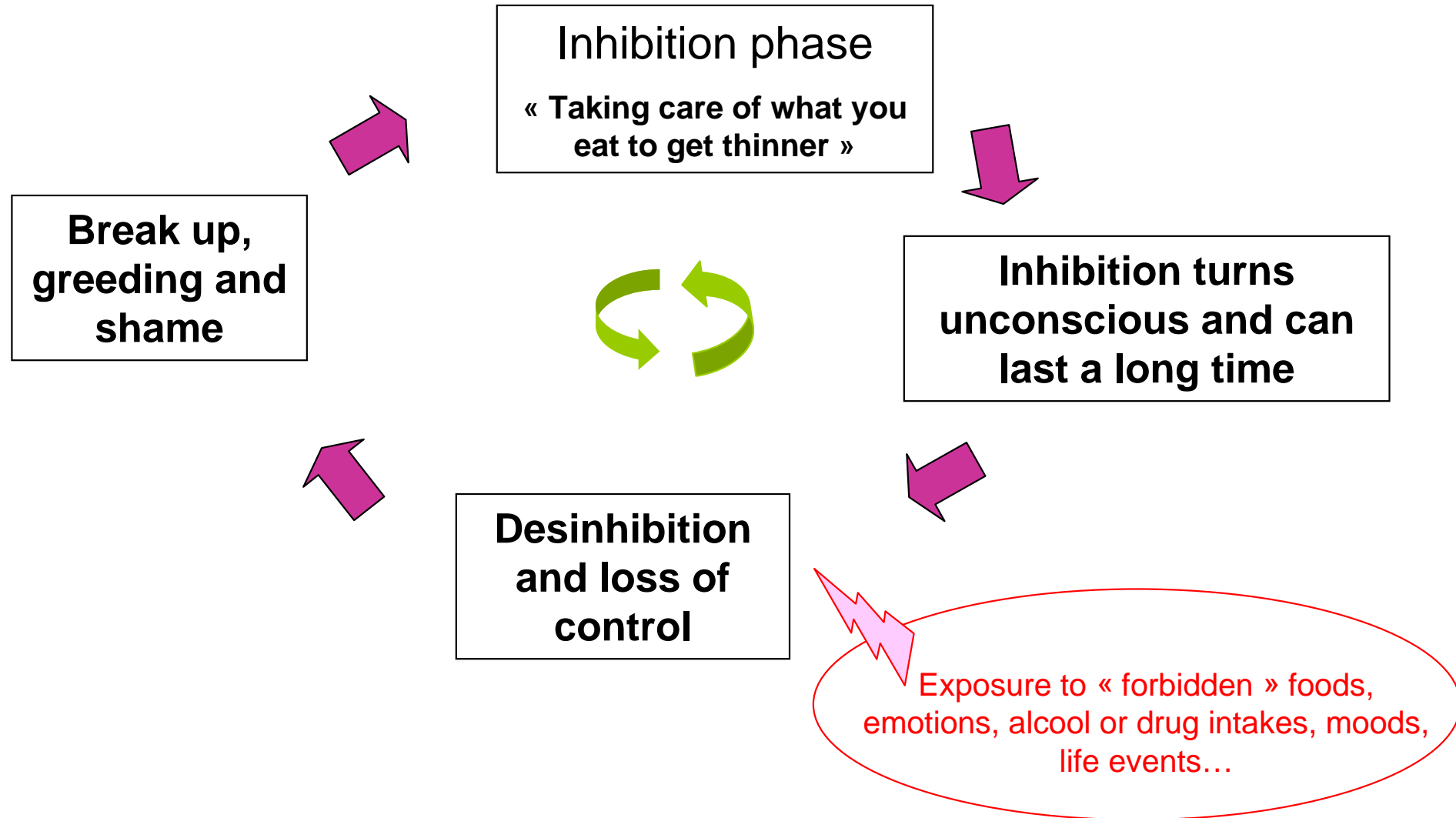
« ***Obesity is caused by fastfoods*** »

- 4 Households with overweight or obese people eat more frequently at home than others
 - ◆ One more meal at home per week than other households

- 4 Nearly 2/3 of French people are going to Mc Donald's less than once a week

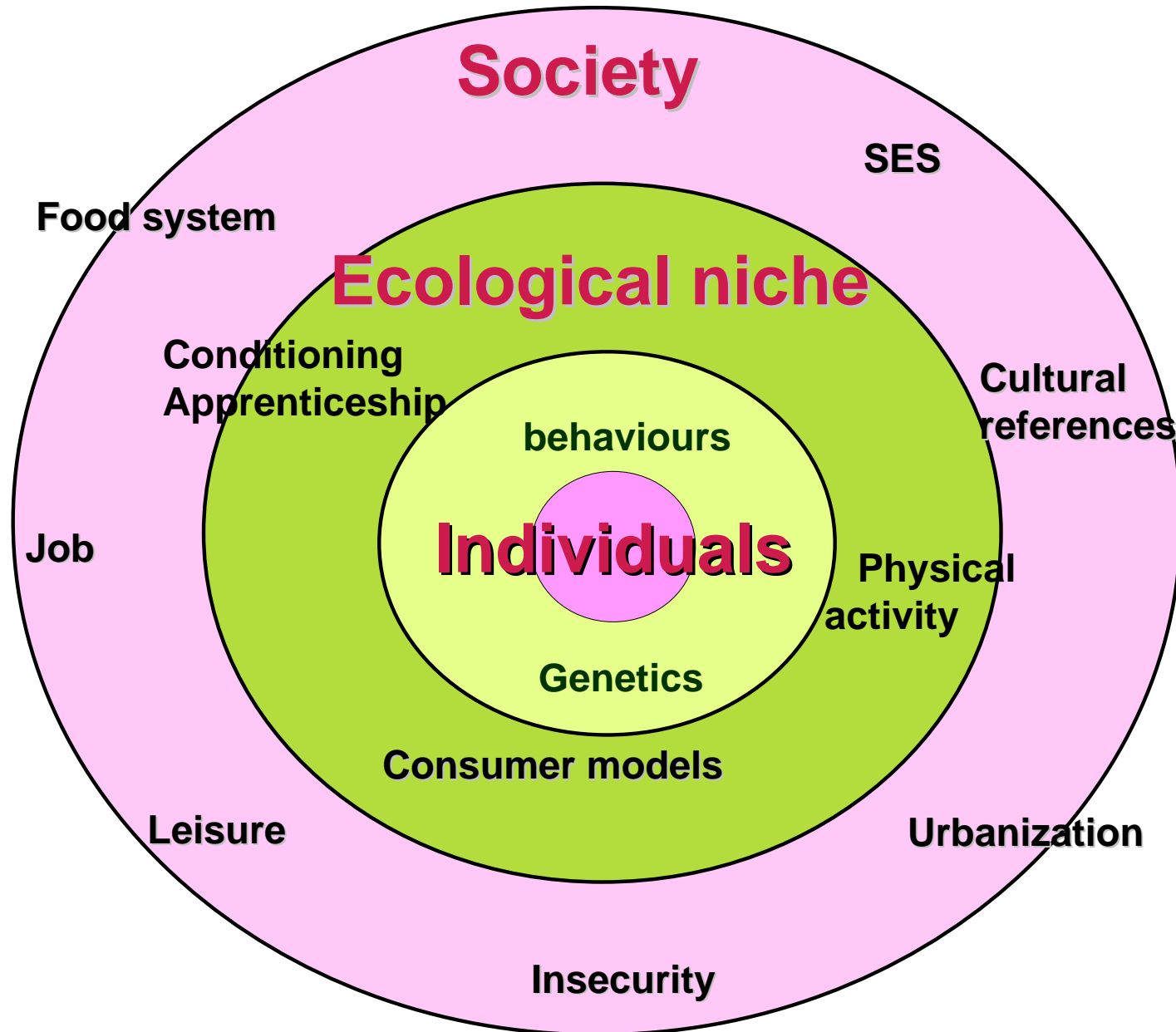
Sources : TNS Secodip

Focus on weight loss...



Childhood obesity causes are diverse and complex...

Childhood obesity determinants...



Source: Davidson (Obesity reviews, 2001 2.159)

OBESITY PREVENTION

How to foster a global and systemic approach to prevent childhood obesity in such a complex environment?

A methodology based on **social marketing** techniques and **network creation** to change professional practices in a sustainable way

EPODE today

4 FRANCE

- ◆ National coordination team since 2003
- ◆ 12 regions
- ◆ 167 cities

4 SPAIN

- ◆ National coordination team since 2006
- ◆ 7 regions
- ◆ 30 cities

4 BELGIUM

- ◆ National coordination team since 2006
- ◆ 8 cities
 - Flemish and Walloon communities
 - German speaking community



EPODE's goal

Childhood obesity prevention at the **local level**, **2 focus**:



Promote a **balanced, diversified, affordable** and **pleasant diet**

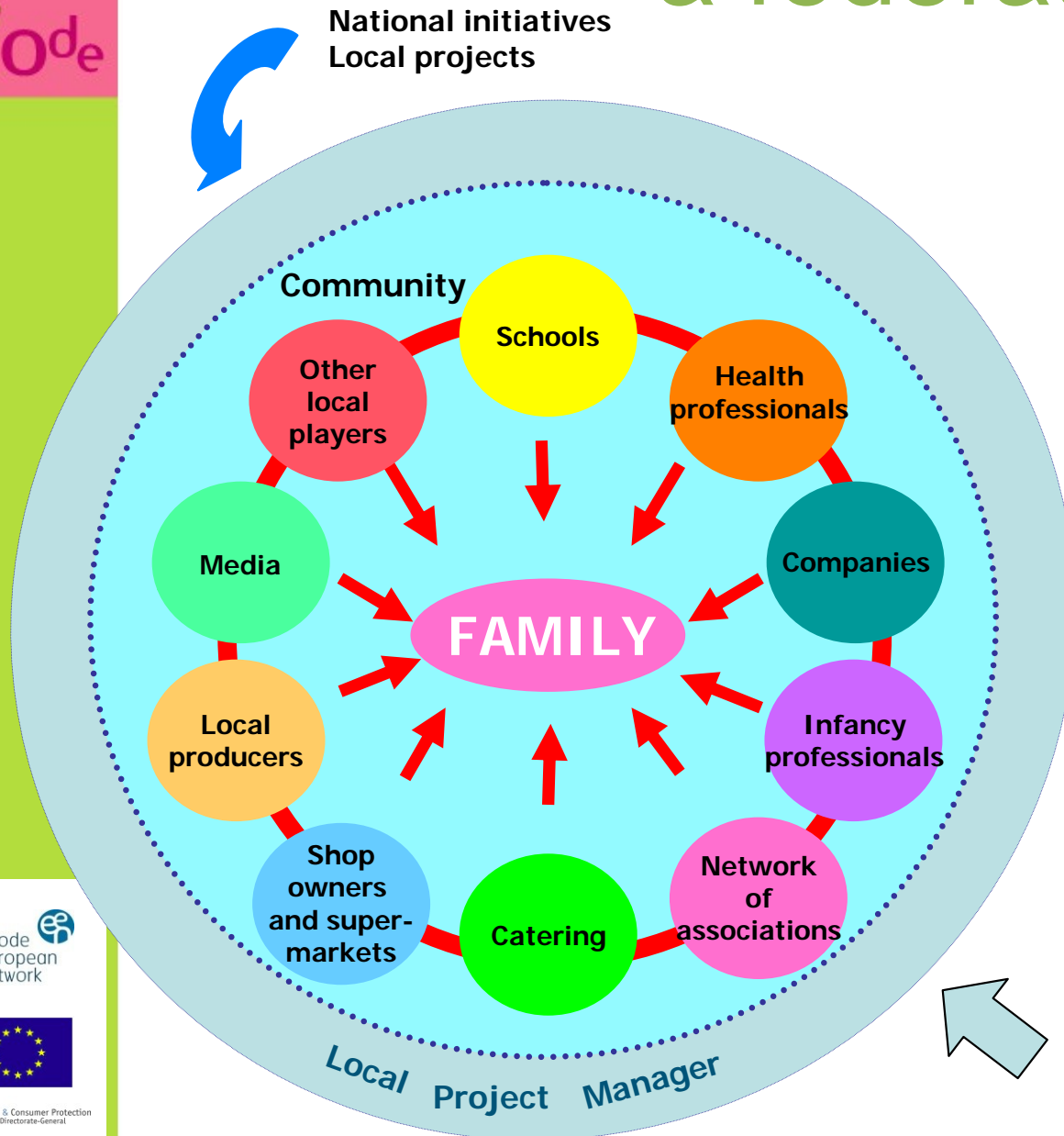


Encourage children and families to be **less inactive** and **exercise** on a **regular basis**



Social norms changes

The EPODE concept, a federative engagement



The city is at the heart of the initiative



- Foster multistakeholder **dynamics**
- Change **professional practices** to change the **environment**

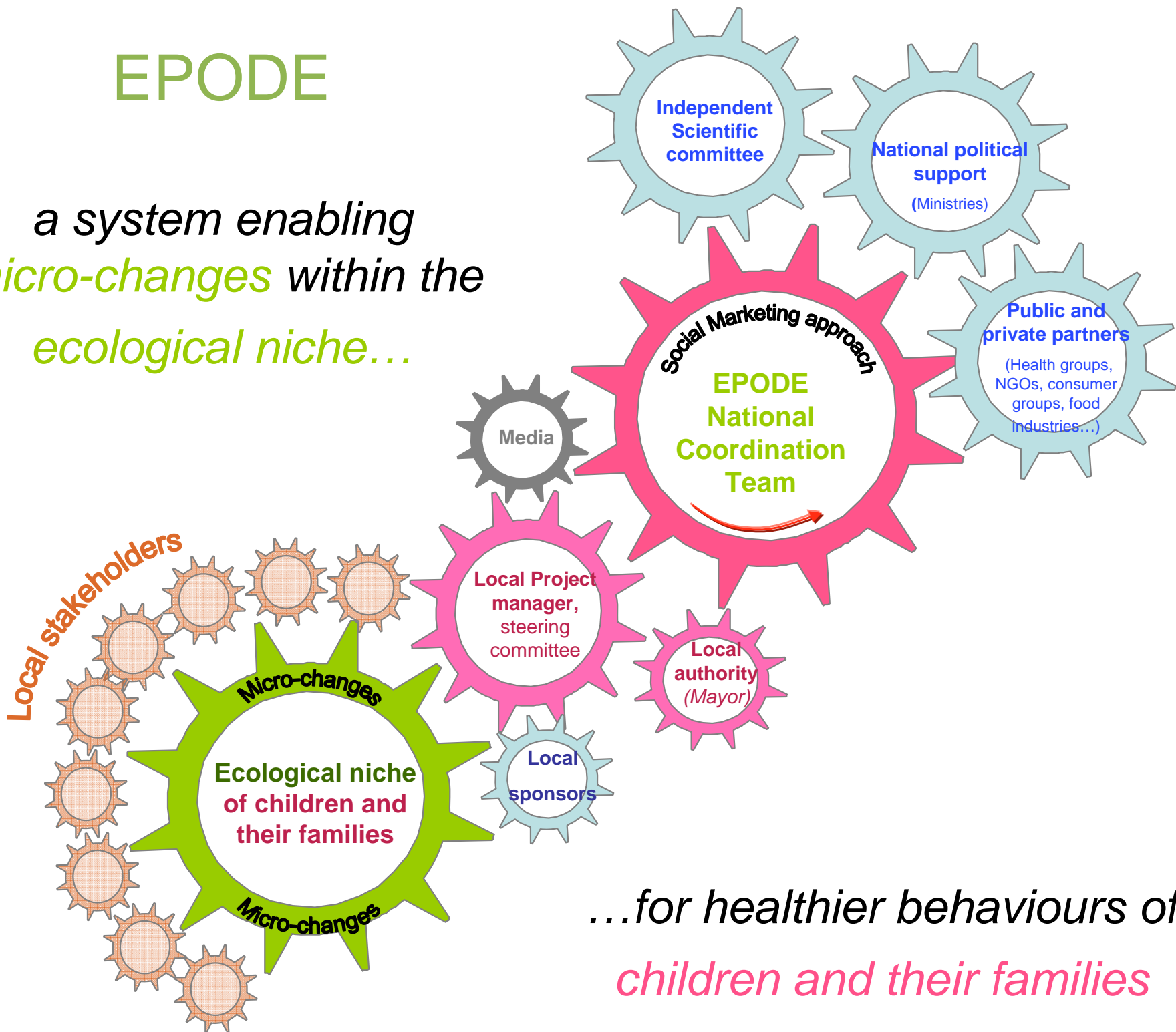


- Information
- Training
- Tools
- Animation

EPODE
National
coordination team

EPODE

*a system enabling
micro-changes within the
ecological niche...*



*...for healthier behaviours of
children and their families*

Social Marketing approach

1. SCOPE, INSIGHT

Aspiration analysis
Target segmentation
Identification of barriers and levers

2. STRATEGY AND DEPLOYMENT

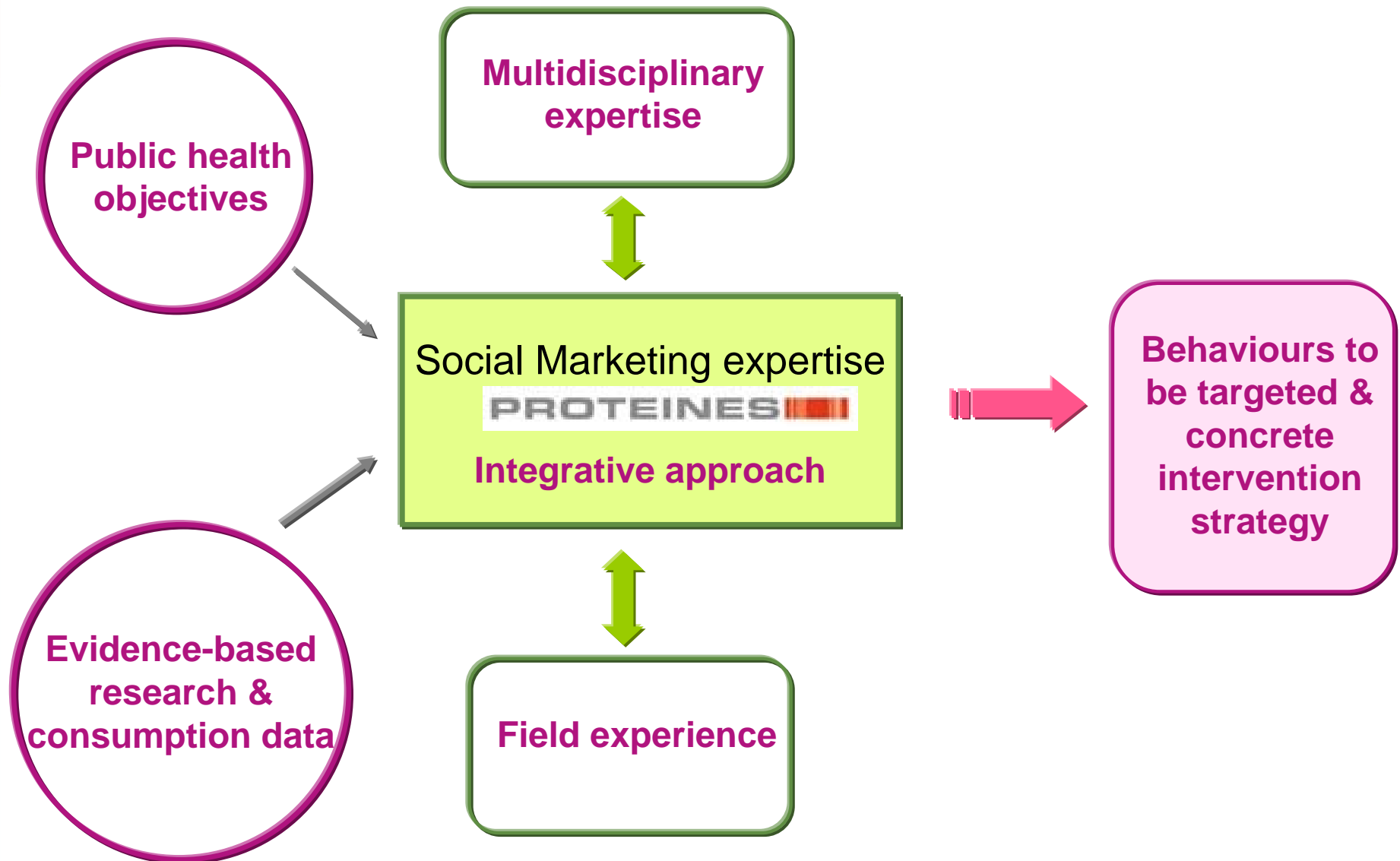
Mix definition
Adherence and motivation strategies
Definition of objectives at S, M et LT

3. INTERVENTION SCHEMES

Means deployment
Targets Involvement
Mobilization of relays
Monitoring and evaluation

Objectives: programs designed to sustainably change behaviours

1. EPODE Insight process



2. EPODE Intervention scheme

1. Continuous **training** and **coaching** of the local stakeholders, particularly the local project manager (including best practices sharing sessions, evaluation of local actions...)

2. **Tools:**

- Training tools: guidance documents, roadmaps.
- Communication tools: “the taste of the season” (twice a year)

3. Advocacy and mobilization of **National / Regional stakeholders** : Ministries, health professionals, sports groups, economic players, local producers, ...

4. **Permanent communication** process to value EPODE's brand and dynamics



e.g. Local stakeholders, a multidelivery channel

Dedicated tools and action kits for each profession

- Roadmaps for the local project manager and the local steering committee
- Dedicated tools and action kits for each profession in order to encourage professional practices changes



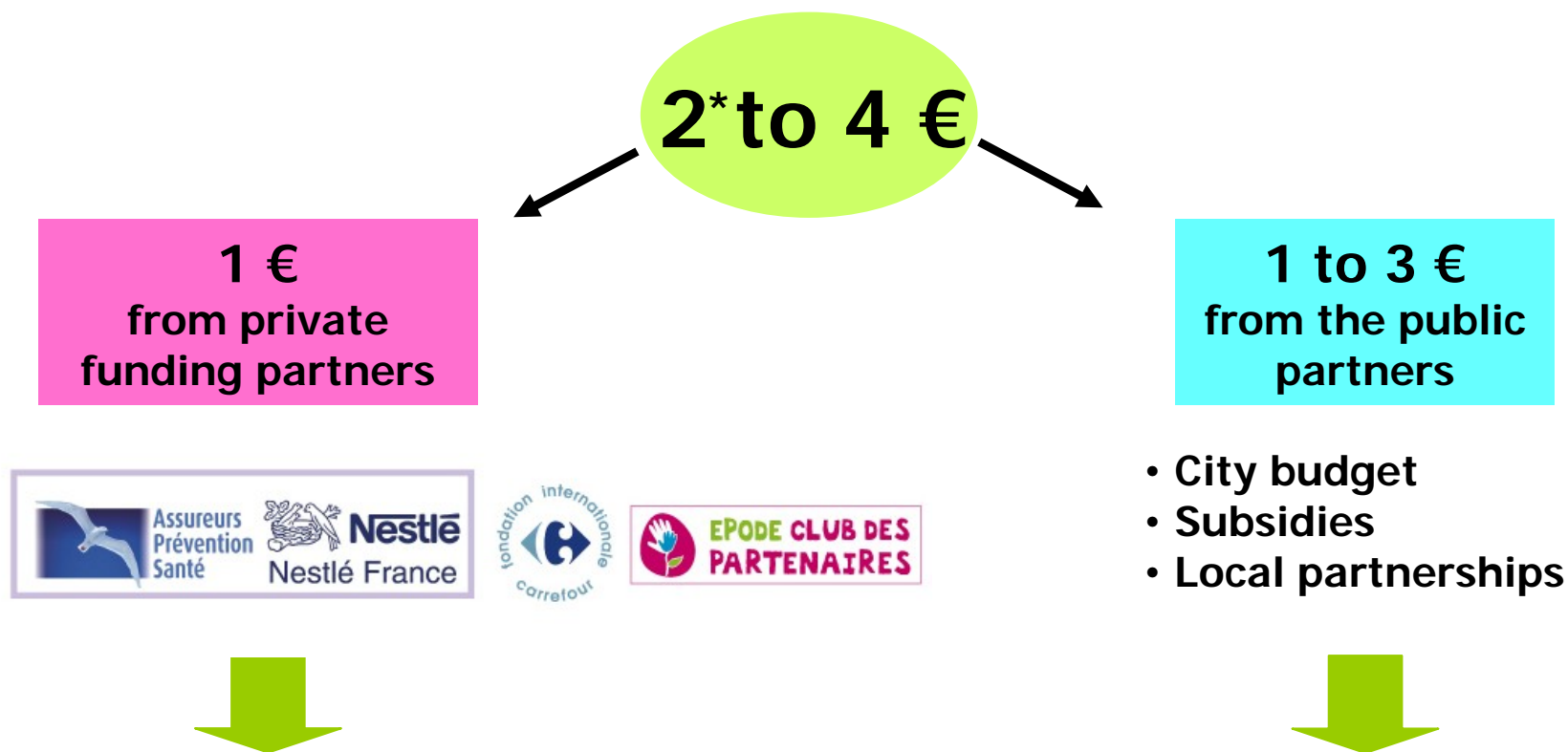
An innovative public/private partnership

- ✓ Cities: actors financing the program at the local level
- ✓ Institutional partners: Ministries, National health prevention institutions, scientific groups endorsing the program



- ✓ PPP charter:
 - No intervention in the development and the implementation of the Program
 - No use of EPODE's Logo on any products
 - EPODE part of the partner institutional communication policy

EPODE program costs at a mature phase



Coordination of the program at the national level:

- ✓ Professional coaching of the local teams
- ✓ Continuous communication
- ✓ Tools delivery
- ✓ Monitoring and evaluation

- City budget
- Subsidies
- Local partnerships

- ✓ local actions
- ✓ Monitoring and evaluation activities

* / year / inhabitant

Monitoring and evaluation under progress

- ✓ National and local actions (Process and output indicators), including communication actions
- ✓ Outcome Indicator: BMI
- ✓ Sociological evaluation

≈ 26 000 children weighted and measured every year: evolution 2005/2007



Villes	2005				2007				"p"		
	N	Obesite IOTF	Surpoids IOTF	Obesite + surpoids IOTF	N	Obesite IOTF	Surpoids IOTF	Obesite + surpoids IOTF	Obésité	Surpoids	Obésité et surpoids
		%	%	%		%	%	%			
Asnières	5184	5,09%	16,40%	21,49%	5283	3,96%	15,56%	19,52%	0,0051	0,2424	0,0124
Beauvais	4784	5,12%	16,99%	22,12%	4891	5,11%	15,33%	20,45%	0,9825	0,0266	0,0448
Béziers PC	4445	4,66%	14,56%	19,21%	4232	4,66%	13,85%	18,50%	0,9966	0,3445	0,3977
Evreux	4176	4,79%	14,82%	19,61%	4162	4,08%	12,81%	16,89%	0,1182	0,0076	0,0013
Meyzieux	2202	5,45%	19,62%	25,07%	2255	4,48%	17,34%	21,82%	0,1356	0,0499	0,0104
Royan	1051	2,57%	14,75%	17,32%	1041	2,21%	13,16%	15,37%	0,5903	0,2948	0,2286
Saint Jean	611	3,60%	15,55%	19,15%	619	0,97%	12,92%	13,89%	0,0020	0,1878	0,0130
Thiers	857	5,95%	18,79%	24,74%	833	5,76%	17,05%	22,81%	0,8688	0,3513	0,3519
Vitré	1332	2,03%	8,41%	10,44%	1380	0,87%	9,20%	10,07%	0,0114	0,4656	0,7554
TOTAL	24642	4,72%	15,76%	20,48%	24696	4,11%	14,45%	18,56%	0,0011	<0,0001	<0,0001

Project to transfer the methodology in several countries

4 EPODE Methodology on the track in Greece

4 Contacts in progress in other European countries:

- ◆ Contacts with teams in **the Netherlands, Malta, Romania...**

4 International scale :

- ◆ **Canada**: set up of the methodology in progress involving a University Alliance (Quebec and Montreal)
- ◆ **Australia**: discussions in progress with the government of South Australia
- ◆ Discussions in progress with other countries (**Mexico, New Zealand, Singapore...**)

Contacts and websites

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