



Combating Childhood Obesity:

Selling Health & Wellness to Families

July 14, 2005

Obesity Prevention PSA Campaign

Marketing Opportunity

- **Parents know what they have to do but...**
 - Lack motivation, discipline, and conviction
- **Healthy living is a daunting task**
 - Overwhelming life changes
 - Little or no reward
 - Sporadically diet and exercise

Marketing Opportunity

- **Eating healthy and getting regular exercise are viewed as very difficult *have-to-dos*.**
 - *Vigorous activity*
 - *Going to the gym*
- **Most believe small steps *do not* make a difference.**

Campaign Objectives

- **Inspire behavioral change among overweight adult Americans through:**
 - Increased physical activity
 - Improved eating habits

Target Audience

- **Overweight “Family Builders”**
 - Men and women ages 20-49 yrs.
 - Parents of children under 18 yrs.
 - General Market
 - Hispanic & African American Communities

Creative Strategy

- **Eating healthy and getting active are easier than you think.**
- **There are thousands of do-able opportunities all around you.**
- **PSA's clearly demonstrate the positive results of small steps.**

Evidence Of Results

- **\$106 million in donated media support within the first 10 months of its launch.**
- **Smallstep.gov averages 80,000 unique visitors per month.**
 - More than 70,000 American have subscribed to the campaign's online newsletter.

Evidence of Results

- **Awareness** of messages about “small steps” has grown significantly from **79%** to **86%** in less than one year.

- **There was a significant increase in the number of individuals that say**
“Eating right and getting active is very important to me & I am already doing something/ considering doing something about it.”
(29% --> 35%)

Evidence of Results

- **Significant increase in Hispanics agreeing that “small changes in your eating habits and physical activities can have a big impact on your weight and health”**
 - Strongly agreed increased from 56% to 63%

Coalition for Healthy Children

Objective

- **Provide a unique forum for marketers, media, not-for-profit and gov't agencies to collaboratively:**
 - Address the nation's obesity crisis with a unified, research based communications strategy
 - Provide clear and consistent messages to parents and children
 - Measure progress
 - Track changes in key attitudes and behaviors

Program Overview

Outcomes

- **Develop key messages for use in individual communications programs**
- **Share best practices & insights through online interface**
- **Field ongoing research study to provide consistent, ongoing metrics**
- **Publish research results to report progress against the issue**

Research

Key Findings: Parents

- **Parents know they play a critical role in the prevention of childhood obesity**

Assignment of Responsibility for Solving Health Issues	Total Parents 2005
Parents	51%
Schools	16
Health Care experts	9
Food Manufacturers	9
Media	7
Government	7

Source: Yankelovich Youth MONITOR 2005 (age 6-12 only).

Research

Key Findings: Parents

- **Parents are generally confused about nutrition, both personally and for their children**
- **Conflicting information and messages in the media are common:**

New York Times – July 2002

“What if Fat Doesn’t Make You Fat?”

Washington Post – August 2002

“What If the Big Fat Story is Wrong?”

Research

Key Findings: Parents

- **Parents send mix message to kids about nutrition and healthy living**
 - Parents give children opportunity to make food choices without the proper information or nutrition options
 - 72% of children say mom or dad lets me choose the foods I want to eat most often
 - Parents struggle between complete freedom and over-restriction

Source: Yankelovich Youth MONITOR 2005 (age 6-12 only)

Key Findings: Kids

- **Kids don't clearly understand how their weight is related to health**
 - Good health is viewed by kids as not being sick
 - Kids can't comprehend the long term benefits of a healthy lifestyle in the way usually communicated to adults

Key Findings: Kids

- **Kids don't really understand key nutrition and health concepts**
 - Energy balance (i.e. calories in = calories out)
 - Portion size

Key Findings: Kids

- **Kids often make their own food choices and choose unhealthy options**
 - They don't see healthy food as fun or good-tasting
 - They don't choose healthy foods because they like them

Key Findings: Kids

- **Kids don't understand the concept of play/physical activity as it relates to their health**
 - Children don't realize that their normal, fun activities have health benefits
 - Kids don't prioritize these physical activities over sedentary entertainment

Conclusions

- **There is consistency in the information available to consumers but parents need more help in sifting through it and formulating strategies to prevent childhood obesity**
- **Parents need to recognize the power of their personal behavior in influencing their children's choices**
- **Kids need solid information and positive messages that empower them to make healthier lifestyle choices**

Opportunity for Communications

Messaging Opportunities

Parents

Parents are the Biggest Influencers

- Mom and Dad need to understand: It starts at home.
 - Promote healthy choices
 - Get active with their children
 - Provide children with meaningful reasons to eat healthy
 - Control portions
- Don't overwhelm them

Messaging Opportunities

Kids

Kids Care About Performance

- Explaining the science of nutrition and the negative long term health effects of obesity are beyond kids.
- Messaging can educate kids about how food gives you energy and how being “balanced” can increase performance.

Messaging

Strategic Target: Parent

Playing with your kids. The best exercise of all.

Tell Your Kids: Eat Right, Play Hard, Repeat

Is your kid eating a home run or a strike out?

Keep portions in check – Size Matters

When it comes to eating right kids tune into their parents more than TV.

Strategic Target: Kids

Are you eating a home run or a strike out?

Eating right and playing hard go together like best friends.

Sitting around is for wimps

Being stuffed only makes sense if you're a turkey

Kids need to learn that how much they eat is as important as what they eat when it comes to eating healthy.

Tracking Study Research Program

Research Plan

Methodology

- **Conduct nationally representative survey among:**
 - Children 6 – 12 yrs. and their parents
- **Total sample size of 2,000**
 - 1,000 children
 - 1,000 parents
 - Includes oversample of African Americans and Hispanics
- **Tracking study will consist of at least 2 waves (fielded annually)**
- **Study conducted by Yankelovich**

Tracking Study

- **Key Opportunities to move the needle:**
 - Encouraging Physical Activity
 - Portion Control
 - Role Modeling

Concept: Physical Activity

Opportunity: Motivate parents to raise level of activity in the family.

Top Box

Parents:

- | | |
|--|------------|
| I spend time each day actively playing with my child (strongly agree) | 42% |
| I exercise or actively play together with my child often (often) | 35% |
| My child is physically fit (Describes my Child Completely) | 53% |

Kids:

- | | |
|--|------------|
| I prefer to watch TV or play video games rather than play outside (Agree a lot) | 25% |
| I don't need to worry about doing a lot of physical activity (Agree a lot) | 30% |

Concept: Healthy Food Choices

Opportunity: Kids play a large part in choosing the foods they eat. Performance can be leveraged as the key to motivating them to choose to eat more balanced diets.

Top Box

Parents:

My child has a healthy diet (Strongly agree)	37%
My child is a healthy eater (Describes my child completely)	40%
I explain to my child how eating healthy helps him/her have more energy (Strongly agree)	52%

Kids:

I eat healthy food (Describes me very well)	53%
I look for healthy foods when I shop with my mom or dad (Agree a lot)	36%
When I eat healthy foods it's mostly because I like them*	39%
I talk with my mom or dad about eating right (Describes me very well)	37%

* Footnote: "Because I like them" one of five responses of which kids could pick two

Concept: Energy

Opportunity: Having energy and being strong are important to kids. Parents can help to show their kids that healthy eating is directly related to having energy.

Top Box

Parents:

I explain to my child how eating healthy helps him/her have more energy (Strongly agree)

52%

Kids:

**When I eat healthy foods it's mostly...
so I can have more energy***

39%

**When I eat healthy foods it's mostly...
because I like them***

39%

*Footnote: "So I can have more energy" and "Because I like them" are two of five responses of which kids could pick two (Because I like them was also on the previous page)

Concept: Portion Control

Opportunity: Parents and children need help understanding what “too much” means and its role in a balanced diet.

Top Box

Parents:

- My child doesn't eat a lot of junk food** (Describes my child completely) **28%**
- My child doesn't eat too much** (Describes my child completely) **40%**
- I know the appropriate serving sizes for my child** (Strongly Agree) **37%**
- I limit the amount of calories my child consumes** (Strongly Agree) **21%**

Kids:

- I sometimes eat a large bag of snacks or drink a large bottle of soda myself** (Describes me very well) **35%**
- I watch how much I eat** (Describes me very well) **37%**
- I read the labels on the packaging of the foods I eat** (Describes me very well) **28%**

Concept: Role Modeling

Opportunity: Help parents “walk the walk”

	Top Box
I mostly buy nutritious foods for my family (Strongly agree)	42%
I mostly make nutritious foods for my family (Strongly agree)	42%
I mostly buy nutritious beverages for my family (Strongly agree)	39%
I make sure that my child sees that I eat healthy foods*	52%
I usually eat healthy foods (Strongly agree)	35%
I regularly exercise and stay active (Strongly agree)	37%

*Footnote: Very likely to use method to encourage child to eat healthy: Make sure that my child sees that I eat healthy

Next Steps:

- **Monitor message usage**
- **Build coalition participation**
- **Field post wave tracking study 2006**