

The Story of Change4Life

22nd June 2009

Ambition

"To be the first major nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to achieve and maintain a healthy weight."

"Our initial focus will be on children: by 2020, we aim to reduce the proportion of overweight and obese children to 2000 levels."

(Healthy Weight, Healthy Lives, 2008)

Overarching insights

While parents acknowledge childhood obesity is a problem, they do not think of it as 'their' problem.

- Only 5% of parents currently believe their child is overweight or obese

I am not obese. "Obesity" is when they have to winch you out of your house with a forklift truck.



change
4 life

Overarching insights

Parents underestimate the amount they and their children eat and over estimate the amount of activity their family does.

The thing that shocked me most of all about my receipts was how many packets of crisps and chocolate biscuits I buy every week. I didn't realise I bought this much. I thought I was quite good at limiting what we have in the house.

I cannot believe that my children are not active. They are non-stop. In fact, it takes all my energy trying to calm them down. It's natural for kids to be active so I am not worried. It's not like they need to exercise like adults. They're kids!

Overarching insights

A host of 'unhealthy' behaviours have no perceived health risks to parents: e.g. sedentary behaviour, snacking, portion sizes.

Sometimes I just tell them to sit down and watch TV because their running around gets on my nerves. It's much nicer when we're all sat together because we really get to talk and cuddle and that's important to me.

OK, love, I understand that chips might give you heart disease but how does a Playstation give you cancer?

Overarching insights

'Healthy Living' is perceived to be a middle class aspiration which at-risk families believe is undesirable and/or unattainable.

I haven't exercised since I was at school. The idea of joining a gym or something just seems terrifying now. There isn't anywhere round here I would feel comfortable exercising in public

All this [healthy eating] is fine for yummy mummies and people who don't work and have time to cook all day

Overarching insights

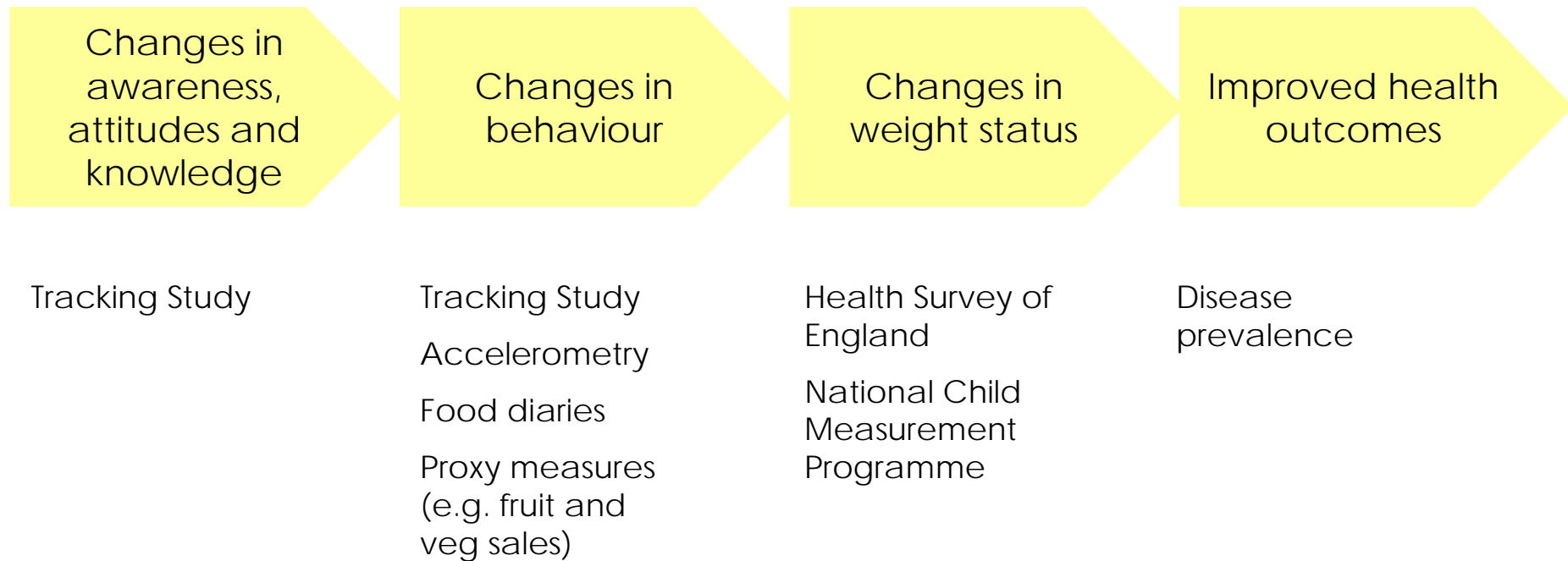
Parents prioritise their children's immediate happiness over their long-term health.

We both work very hard all week to provide a nice home for our family. When it comes to the weekend, we want to sit down and enjoy what we have at home. We all watch TV together and it's nice we can enjoy what we pay for.

It is important that the children are happy, enjoy life and enjoy their childhood. Health is not just about eating the right foods.

How will we evaluate the success of Change4Life?

Establish a clear line of sight from marketing impacts to health outcomes



What early impact is Change4Life having?

Active membership of C4L (09/10)	270,000
33% claimed Action: claiming to take action as a result of the campaign	1 m
79% consideration: "made me think about my children's health in the long term"	2.5 m
68% awareness: aware of C4L	3.2 m
Families with 0 -11 year olds	4.7m

