Overview

- Introduction/background
- Initiative development
  - Formative research
  - Programme development
  - Outcomes
- Conclusions
Who we are

- **safefood** is a North-South body

- Functions on the organisation:
  - Food Safety
  - Nutrition

Problem Definition

- Year 2000 - 300 million people were classified as obese (WHO 2005)

- On the IOI 39% of adults were overweight, a further 18% deemed obese (2001)

- Since 1990, obesity (IOI) up 64% - male obesity more than doubling (Kiely 2001)
Changing environment

Obesenogenic Environment

Individual and environmental forces

Why male obesity?

✔ More likely than women to be overweight or obese

✔ Higher risk of health related complications

✔ Won’t engage in health/weight loss services

✔ Seek help indirectly/ Gender neutral approaches unlikely to work
Obese men are at greater risk

High risk group

Poor eating & physical activity habits

Irregular work patterns
Planning & development

- Meetings with management of pilot company
- Environmental scan within workplace & beyond
- Attempted engagement with industry leaders

Formative Research Plan

- Qualitative research April 30th – May 22nd 2009:
  - 14 in-depth interviews (one workplace in Belfast area)
  - 6 focus groups across IOI (6 x 8 respondents)

- Topics were covered:
  - General health, attitudes & behaviours to healthy eating, physical activity, weight
  - Programme development
Emerging Themes

- Lack of time
- Valued spending time with family
- Lack of routine/structure
- Lack of facilities/food choices
- Need for convenience
- Norm of weight gain
- Recession
- Indicators of weight gain/health

Operationally Get Your Life in Gear aimed to:-

- Increase truck driver’s physical activity levels to at least 30 min per day 5 days per week by the end of 12 weeks.
- Reduce truck driver’s consumption of fatty and sugary foods (and drinks) by 10% over the course of 12 weeks.
- Increase truck driver’s fruit and vegetable consumption by at least one portion per day over 12 weeks.
- Maintain a healthy weight in truck drivers and/or reduce weight by 10% in truck drivers with a BMI over 25.
Project Overview

Recruitment - Two weeks pre-launch
- Recruitment poster & information leaflet

Programme launch: on-site recruitment
- Lifestyle questionnaire
- 30-minute health check (weight, height, BMI, blood pressure, cholesterol, glucose): lifestyle advice; introduction to programme (Sign up: 65 in NI, 15 in ROI)

Maintenance
Motivational messaging via text every week & motivational posters posted around depot/service stations (Sign-up: 3/65 in NI, 15/15 ROI)

After 6 weeks
Letter to motivate participants and remind them about 12 week check

After 12 weeks
Second lifestyle questionnaire; health check, health advice

Intangible Products - enable

- Built on stages of change theory
- Lifestyle change – small positive steps
- Educate/empower
- Physical gains - energy, less fatigue, time
- Developed for drivers by drivers
**Tangible product**

- 12 week lifestyle programme
- Tool Kit
- Pre & Post free health check
- Motivational text messages (stages of change) & walking challenge
**Place - launch**

- The pilot took place across 3 sites -
  - **Pilot site 1**: Logistical firm (2 days, **5am – 10am**, Belfast)
  - **Pilot site 2**: Service station that catered for truck drivers (3 days, **7am – 3pm**, Belfast docklands area)
  - **Pilot site 3**: Service station/ restaurant who cater for truck drivers (3 evenings **5pm – 10pm**, Dublin area)

---

**Place – where does the change take place?**

- Lifestyle not weight focused
- Everyday life
- Flexible – family/ friends
- Daily ‘routine’
- Convenient & easy
Promotion

Promotion – Limited to pilot sites

• Pre launch – posters & leaflets to drivers

• Launch – Posters, leaflets & recruiters, WOM, gate keeper

• During campaign – Healthy eating and physical activity poster

• Mid Campaign – Motivational letter at 6 weeks

• End of campaign – Written invitation, two/three text messages, phone call by recruiter

12 weeks

Posters (Pre & During Campaign)
**Price - Empower**

- All elements of this project were free

- Costs involved for the drivers:
  - Time and commitment
  - Nervousness, embarrassment, suspicion/trust/acceptance/normaility

- Benefits
  - More energy, feeling less tired, family time and support

---

**Outcome Evaluation**

- Lifestyle questionnaire
  - Validated questions – SLAN survey
  - Other truck driver research
  - PILOT TEST

- Follow up health check
- Follow up phone calls
Results

- 81 drivers participated (65 NI; 16 ROI)

- General Health
  - Half rated their health as good

- Healthy Eating
  - 68% knew fruit & veg recom, actual intake 3 portions
  - Majority drivers snacked twice (32%), Once (26%) or three times (24%)

Results cont.

- Physical Activity
  - 1 in 5 knew the recom. levels
  - Only 1 in 10 reached these levels
  - Over half of drivers were in contemplative stage

- Weight
  - 97.4% thought being overweight had an impact, 72% thought they were too heavy
Process Evaluation

Observations –
- Interactions with stakeholders THROUGHOUT
- React to changing circumstances

Discussion
- Each stakeholder – their perspective on the initiative

Discussion
- Revisiting the aims of Get Your Life in Gear -
  - Increase in physical activity over 12 weeks; the largest change - walking practices
  - Increase in fruit & veg consumption over 12 weeks; one portion of fruit per day.
  - Snacking decreased
  - Indicators drivers are actively trying to lose weight
Implications

- Overall driver health & wellbeing
  - Mental Health
- Driver Engagement
  - Role of recruiters
- Environmental change
  - Supply demand
- Public/private partnerships
  - Total market approach

Lessons learned...

- Importance of examining all elements that impact on behaviour – individual, societal and wider determinants
- The role of customer insight in the social marketing process
- Impact of integrated social marketing mix
Thank You

Any Questions??

sduane@safefood.eu