

## 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)

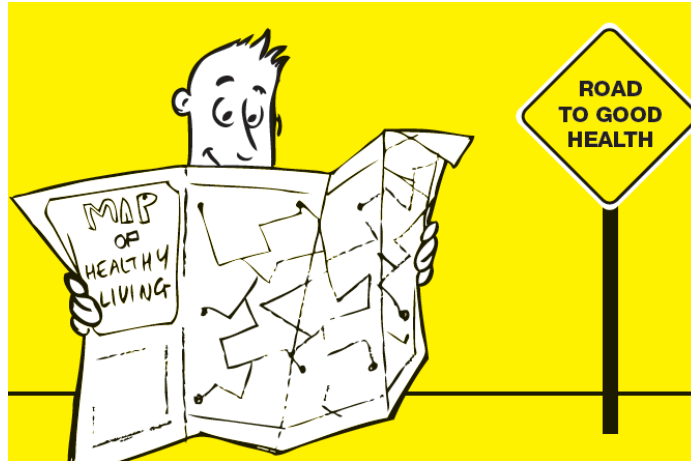
## Changing environment



## 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

## Get Your Life in Gear Pilot Development



## Problematic Characteristics

Do all these characteristics affect IOI truck drivers?



- ❖ 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 30<sup>th</sup> – May 22<sup>nd</sup> 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, 16 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

12  
weeks



- 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



## Posters (Pre & During Campaign)

 <p><b>TROUSERS BECOMING A BIT TOO TIGHT?</b> FREE HEALTH CHECKS FOR TRUCK DRIVERS</p> <p>Get Your Life In Gear</p> <p>THE LIFESTYLE PROGRAMME FOR TRUCK DRIVERS Tune-up Your Health With This Free 12-week Programme</p> <p>HEALTH CHECKS TAKE PLACE HERE ON OCTOBER 5TH AND 6TH 8AM - 12 NOON</p>  	 <p><b>FREE HEALTH CHECKS HERE TODAY!</b> GET YOUR LIFE IN GEAR</p>  	 <p><b>PUT THE RIGHT FUEL IN</b> Healthy eating tips for truck drivers</p> <p><b>EAT 3 MEALS A DAY</b> Eating regularly helps you control your weight and gives you the energy you need</p> <p><b>CHOOSE HEALTHY SNACKS IN BETWEEN MEALS</b> Try fruit, wholegrain bread, low fat yogurt or plain popcorn</p> <p><b>SIZE MATTERS</b> Choose smaller portions – Stop eating before you feel full It takes 20 minutes for your brain to register how full you have eaten</p>  
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



## Price - Empower

- ✓ All elements of this project were free
  
- ✓ Costs involved for the drivers:
  - Time and commitment
  - Nervousness, embarrassment, suspicion/ trust/ acceptance/ normality
  
- ✓ 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
- } Moving upstream – advocacy role

## 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](mailto:sduane@safefood.eu)

