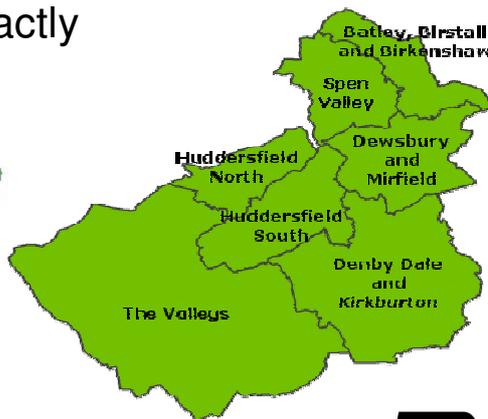
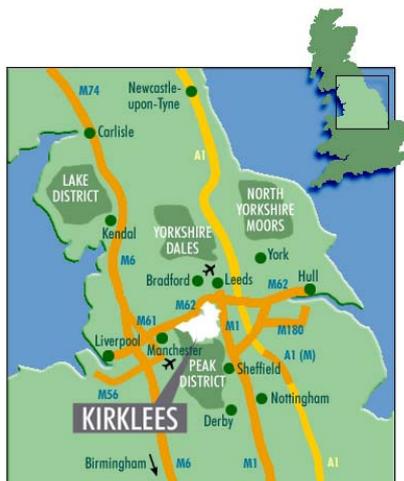


Using a social marketing approach to influence students aged between 16 and 24 years old to increase their levels of physical activity and adopt healthy eating behaviours

**Liz Messenger, Obesity Programme Manager
and
Claire Troughton, Social Marketing Manager**

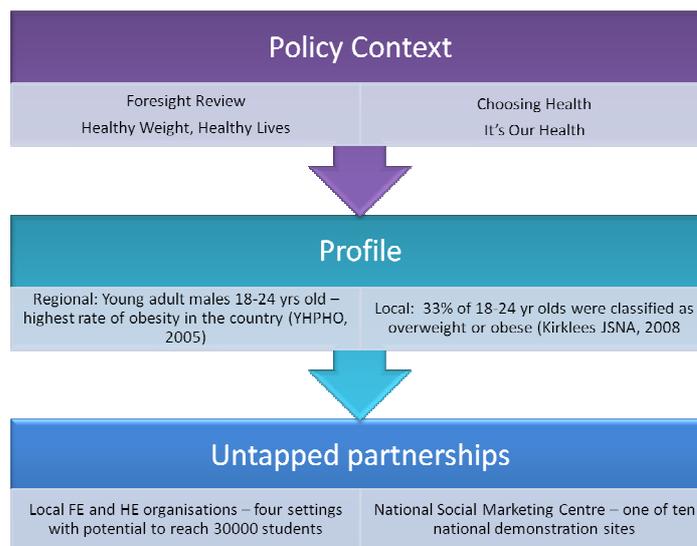


Kirklees – where exactly

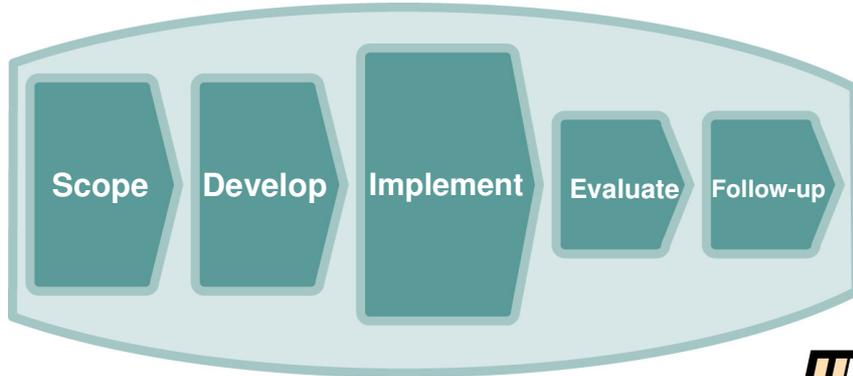


Today's session

- Our approach
 - Working with this target group
 - Developing effective partnerships
 - Utilising all of the marketing mix to enable behaviour change.
- Lessons Learned
- Where are we now



National Social Marketing Centre's Total Process Planning Model



Social Marketing Benchmark Criteria

1: BEHAVIOUR & BEHAVIOURAL GOALS

2: CUSTOMER UNDERSTANDING / RESEARCH

3: THEORY BASED & INFORMED

4: 'INSIGHT'

5: 'EXCHANGE'

6: 'COMPETITION'

7: SEGMENTATION

8: INTERVENTION & MARKETING MIX

National Benchmark Criteria

The Insight

Students perceive they have no time or money

Students want to socialise and spend a lot of time on the internet

Overweight and obese students do not want to be singled out

They do not want to talk about health or obesity

Male students admit to being lazy and are not concerned about how they look

They do not recognise they have developed unhealthy habits



Exchange/proposition

Fun

- something that doesn't feel like it's all about losing weight

Sociable

- a meeting place to mix with like-minded individuals.

Offering an incentive

- free cooking ingredients at the initial lessons

Offering variety

- attracted to unusual sports, e.g. paint balling.
- experiencing new foods



The Intervention Mix

Our approach is “Stealth not Health”



Health MOT,s during Lifestyle Week at
New College, February 2009



Dance Your Ass Off



Thu 26th Feb

CAMEL CLUB Pres

www.myspace.com/chrislake

CHRIS LAKE



Chris Lake podcast available
download at chris-lake.com and iTunes

As part of a massive world tour Chris will be coming to Huddersfield for an exclusive 3 hour set. This has been arranged as part of a new campaign called 'Up For It' which brings entertainment, sports and fun to the students of Kirklees. As well as Chris Lake's exclusive set, street dancers from a Sheffield dance group will be demonstrating their skills in the Back room encouraging clubbers to sign-up to learn the art of urban street dance!

Pre Booked Tickets are £3
On the door - Camel Members £3
NUS £3.50 and None NUS £4

Tickets for the nights @ Camel are available from locus - Revolution or D-Bar

Visit... www.up-forit.com



Take on the Takeaway Come Dine with Me Challenge



**RULES & TIPS
COME DINE WITH ME CHALLENGE**

If you enjoyed James Martin's demonstration today, why not take part in this fun and unique cooking challenge and you could win £500!

All you have to do is host an informal dinner party for you and your mates over the next few weeks.

To be in with a chance of winning you have to cook something quick, easy, fun and preferably healthy and then take some photos of your meal!

Upload all your photos to the 'Up For It' Facebook page along with your recipes and top tips. We will judge your entries and the most creative, attractive tasty looking meal, which also looked like fun to make, will win the £500.

You can use the recipe cards in your Come Dine With Me pack for some tasty tips on what to cook. Why not make one of your own signature dishes or go online for some fun suggestions.

Or, if you fancy yourself as a bit of a celebrity chef then why not try and recreate some of James Martin's exact recipes! Visit www.up-forit.com/cookit to download his recipes from the Take on the Takeaway event.

If there's an ingredient you don't like then why not use up some of the leftovers in your fridge? You can join together with your mates and share the cost of the food, along with the chopping, washing up and some of your secret cooking tips!

Entries can be from a big dinner party or something you've made for yourself and your fella or girlfriend.

The closing date for the event will be Monday 6th June, so you've got three weeks to get cooking!

Check out the Up For It Facebook page and our website at www.up-forit.com for more information.

Have fun cooking!

www.up-forit.com



Dodgeball Competition June 2009



What now?

Interventions embedded within college and university setting

Peer support provided by University students at colleges and University Practice

Sustainability

Brand guidelines developed and shared with key partners

A social marketing approach to health improvement embedded into Public Health

Key learning points

- Develop clear behavioural goals and collect robust baseline data
- Win the hearts and minds of the internal team and have the capacity to develop a sustainable approach
- It is vital to have full stakeholder engagement and buy-in; give stakeholders the opportunity to help shape and develop the interventions
- Keep revisiting the insight with stakeholders and the target audience. Always pre-test ideas, don't assume you have got it right.



Key learning points

- Don't underestimate the strength of internal competition and social norms. Many students adopt unhealthy behaviours because they are seen as a rite of passage.
- Select the target group that are at the contemplation stage of the readiness to change model.
- Be realistic about what can be achieved within the timescales and resources available.
- Communicating with this target audience can be complex and difficult. They are sophisticated and there is intense competition.





Thank you

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