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

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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. paintballing
  - 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
CameLCLUB
www.mypure.com.cl

As part of a massive weekend of events, we are proud to announce an exciting new event with the hard work and dedication of local performers called up for it. An all-you-can-eat Take Away will be served, followed by a live performance from a local band. Come along and enjoy the night with us!

The Bonbon Room
Carreras Ave 23
Chile 2241

www.up-forit.com

Take on the Takeaway
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 £5000.

The idea is to host an informal dinner party for you and invite one of your friends.

Try to come up with a main of something you have never tasted before, easy-to-prepare and that you have never tried before.

Follow us on Twitter for updates and more information on how to enter.

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

Brand guidelines developed and shared with key partners

A social marketing approach to health improvement embedded into Public Health

Sustainability
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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