NSMC North East Region social marketing Beacon project

Engaging ‘unfit dads’ with the Newcastle United Foundation

“Premier Health”

WHY THIS PROJECT?

- Robust social marketing process
- Newcastle United Brand
- Cross cutting behaviour change
- Tested with the target audience
- Staged incentives ensure retention
- Lifeline evaluation
Barriers to participation addressed from the outset

• Childcare
• Daytime/evening/weekend sessions
• Team motivation
• Powerful positive brand

Sessions tailored to the right time and place
Recruitment and Training of specialist staff

THE BEHAVIOURAL MODEL

Health messages from trusted source, right place, right time

IMS behaviour change model

- Information
- Motivation
- Strategy
Positive relationships/personal support

Powerful positive brand - creates motivation
Sessions expanded to cover other health issues

Premier Health Evolves...

- MOT Health Checks with Taxi Drivers Association
- Business based Health Checks
- Festivals with other premier League men’s health programmes
- Many sessions now run by participants
- Mosque based Health checks
- Lads and Dads football sessions
Results

• 100% retention on programme

• Real health outcomes

• Almost 300 North East men now engaged

“Premier Health is clearly a winning formula. It is rare for a behaviour change project to have a 100% retention rate. We need to think about how we can make this work sustainable.”

Sir Liam Donaldson CMO

What next?

• Match Fit – already a successful fitness and nutrition intervention in schools

• Premier League support to expand the programme

• Developing evaluation framework for impact of behaviour change intervention
Match Fit families...

Thank You

- Wampum.org.uk
- Change Your Behaviour
- Change Your Face

a. Cartoon Faces (Experiment 1)

b. Ekman Face Set (Experiment 2)

c. MMI Face Set (Experiments 3 and 4)