

A photograph of three young boys playing in a field of tall, green grass. One boy is jumping in the air, another is running, and the third is crouching. The background is a bright, sandy area.

YOUNG PEOPLE AT A HEALTHY WEIGHT (JOGG)

SOCIAL MARKETING

CONGRES ESMC LISSABON

27-11- 2012

HILDA AKKERMANS



JOGG IS THE MOVEMENT FOR A HEALTHY ENVIRONMENT AND A HEALTHY YOUTH

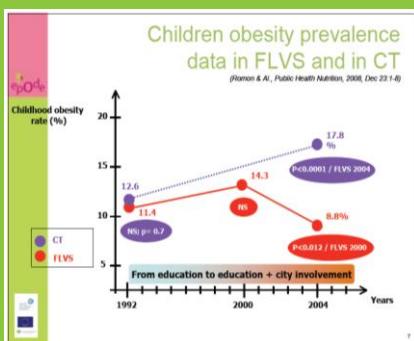
**Everyone in a city, village or city district
cooperates to make healthy eating and
physical activity easy and attractive for
young people (0-19 years)**



OBJECTIVES OF THE PROGRAMME



- Shifting the still increasing number of overweight children and adolescents towards a decreasing number
- In 2015 at least 75 JOGG municipalities





21 JOGG-communities!

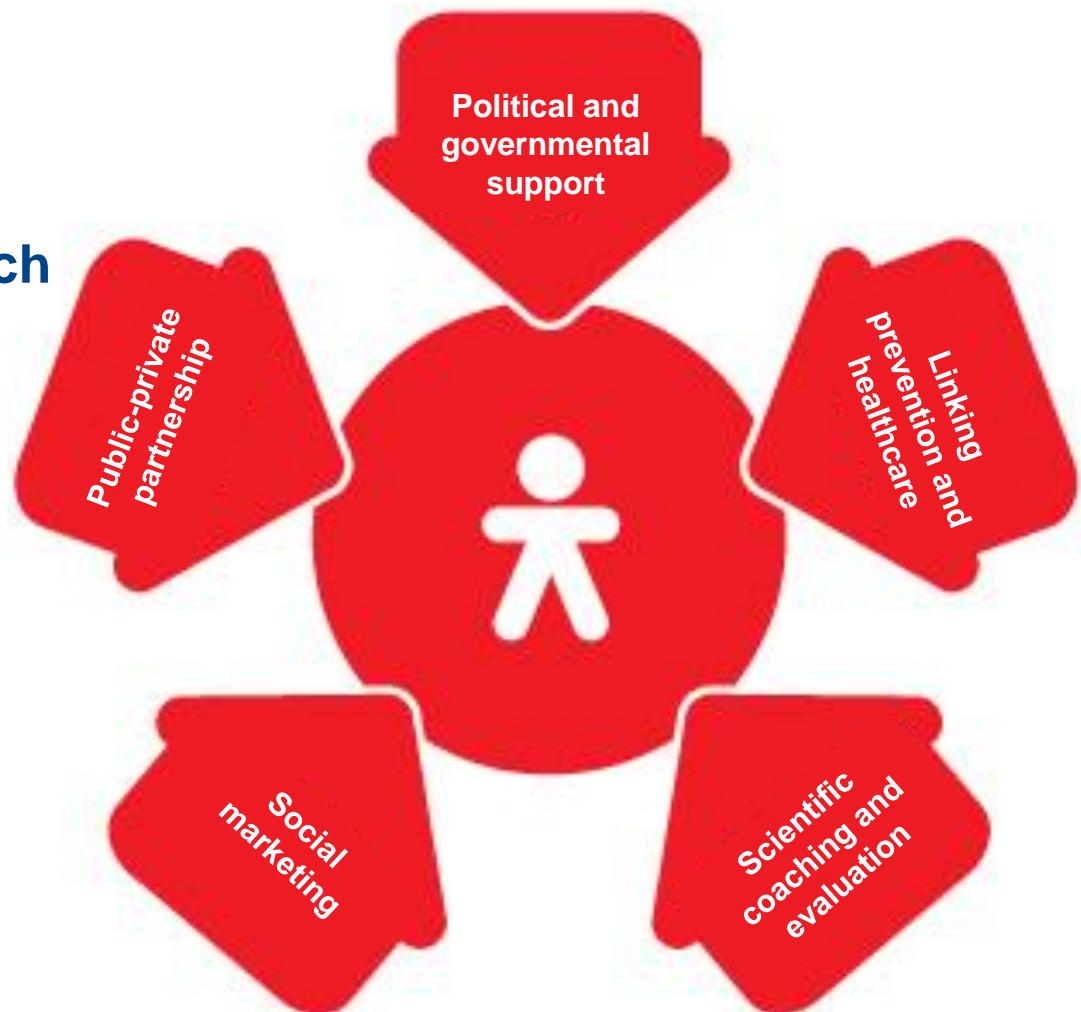
Reach:
> 600.000 people

> 160.000 young people

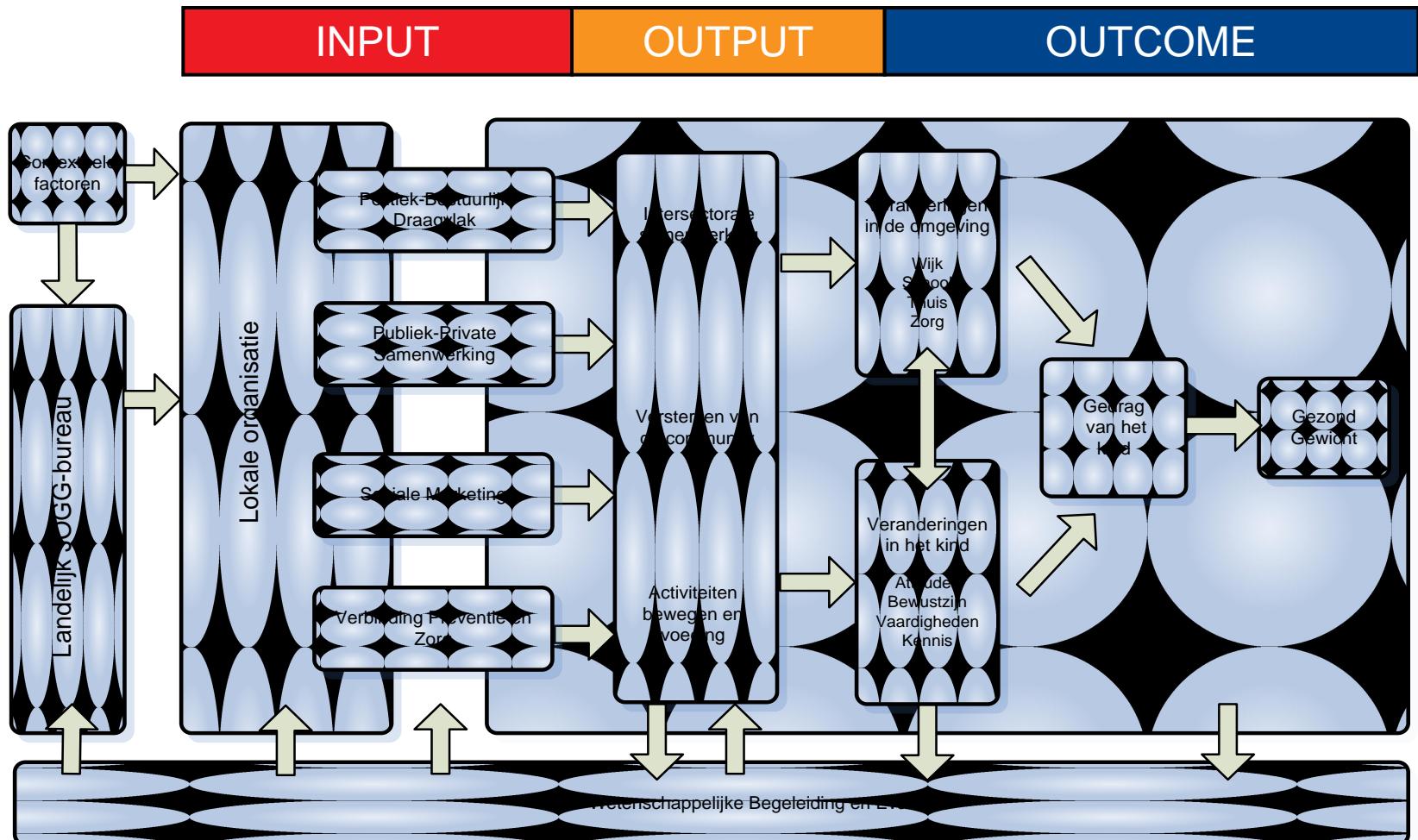


THE JOGG METHODOLOGY

- Local, community based and integrated approach
- Centered around young people and their parents
- Based on five pillars:



THE JOGG-MODEL



Based on; EPODE-model (Marije van Koperen, 2012). Environmental Research Framework for Weight Gain Prevention (Kremers, de Bruijn et al, 2006). Referentiekader (Saan en de Haes, 2005).



BROAD NATIONAL COMMITMENT FOR JOGG

NATIONAL PRIVATE
PARTNERS



Covenant Gezond Gewicht

MINISTRY OF HEALTH,
WELFARE AND SPORTS



Ministerie van Volksgezondheid,
Welzijn en Sport



Gezon de Slagkracht



Rijksinstituut voor Volksgezondheid
en Milieu
Ministerie van Volksgezondheid,
Welzijn en Sport

Loketgezondleven.nl



Consortium Integrated Approach Overweight



vrije Universiteit amsterdam



COACHING AND SUPPORT FROM NATIONAL JOGG-TEAM

What	Year 1	Year 2	Year 3
Kick-Off	0,5	0	0
Stakeholders meeting	2	1	1
Training on the pillars	12	9	7
Knowledge-exchange meetings	1	2	2
Face to face advice	6	7	6
<i>Total (in days)</i>	<i>21,5</i>	<i>19</i>	<i>16</i>



KEY-ELEMENTS SOCIAL MARKETING (TRAINING)

Think like your
target group

Research: get in to the skin of your target group

- Who is your target group and what is your target goal?
- What are barriers, motivators?
- Exchange (insights)?

DARE!!



Act as a
marketeer

Strategy: seduce the target group

- How to get your target group into ACTION?
- Use the marketingmix: Product, Place, Promotion, Price, Partners
- Stay closely involved and keep target group involved

SOCIAL MARKETING AT LOCAL LEVEL; MIND SHIFT!



FEEDBACK FROM TRAININGS



- *It's a whole strategy!*
- *Emotion instead of ratio and knowledge*
- *Focus*
- *Repeat repeat repeat*
- *Importance of sender – do people trust/like the sender?*



SOCIAL MARKETING AT LOCAL LEVEL



Als ouder wil je het beste voor je kind.
Dat je kind blij is en het goed doet op school. Water is gezond en fris. Je kunt het drinken uit de kraan of uit de fles.
Geef je kind minimaal twee keer per dag een glas water. Dit houdt het lekker fit!

Lekker Fit!

A graphic featuring a woman in a hijab holding a tray with glasses of water, standing next to a young girl holding a glass. The background is blue with white squares. A logo for 'Lekker Fit!' is in the top right. Below the image is a block of text in Dutch encouraging parents to give their children water instead of juice.

**Met water
geef ik mijn kind het beste!**



DESCRIPTION PILOT ROTTERDAM WITH BENCHMARK CRITERIA

Benchmark	What
1. Costumer orientation	Trend analysis, kwalitative research, focus groups, interviews
2. Behaviour	Focus on water (less sweet beverages)
3. Theory	Environmental Research Framework for weight Gain prevention
4. Insight	Strong women, sweet mother
5. Exchange	Advice and psychological assistance
6. Competition	'War in the house' => making it fun for kids
7. Segmentation	Traditional versus modern mothers
8. Method mix	5 P's



A photograph showing several people in a kitchen or food preparation area. In the foreground, a woman wearing a patterned headscarf is using a rolling pin to flatten dough on a large wooden table. Another woman to her right, wearing a metal hairnet, is also working with dough. On the table, there are various ingredients and tools, including a bowl of red sauce, a plate of meatballs, a bottle of oil, and a stack of flatbreads. Other people are visible in the background, some sitting at tables and others working. The scene suggests a busy, traditional cooking environment.

CUSTOMER ORIENTATION

SEGMENTATION; LATIFA, TRADITIONAL MUM



SEGMENTATION; SEVIM, MODERN MUM



GENERAL INSIGHTS

	Turkish 'traditional'	Marok. 'traditional'	Turkish 'modern'	Marok. 'modern'
Mum	<p>Help and advice with regular day-to-day life</p> <p>Calm child</p>			<p>Emancipation, searching for own role</p>
Child	<p>Giving child something u never had</p> <p>Passing throw traditions</p>	<p>Child not into criminality</p> <p>Child good career</p> <p>Giving love</p>		<p>Concrete advice for raising kids</p> <p>Happy child, passing throw traditions</p>
Social environment	<p>Groups cosyness, psycological assistance</p> <p>Acknowledgement of being good wife, mother</p>			

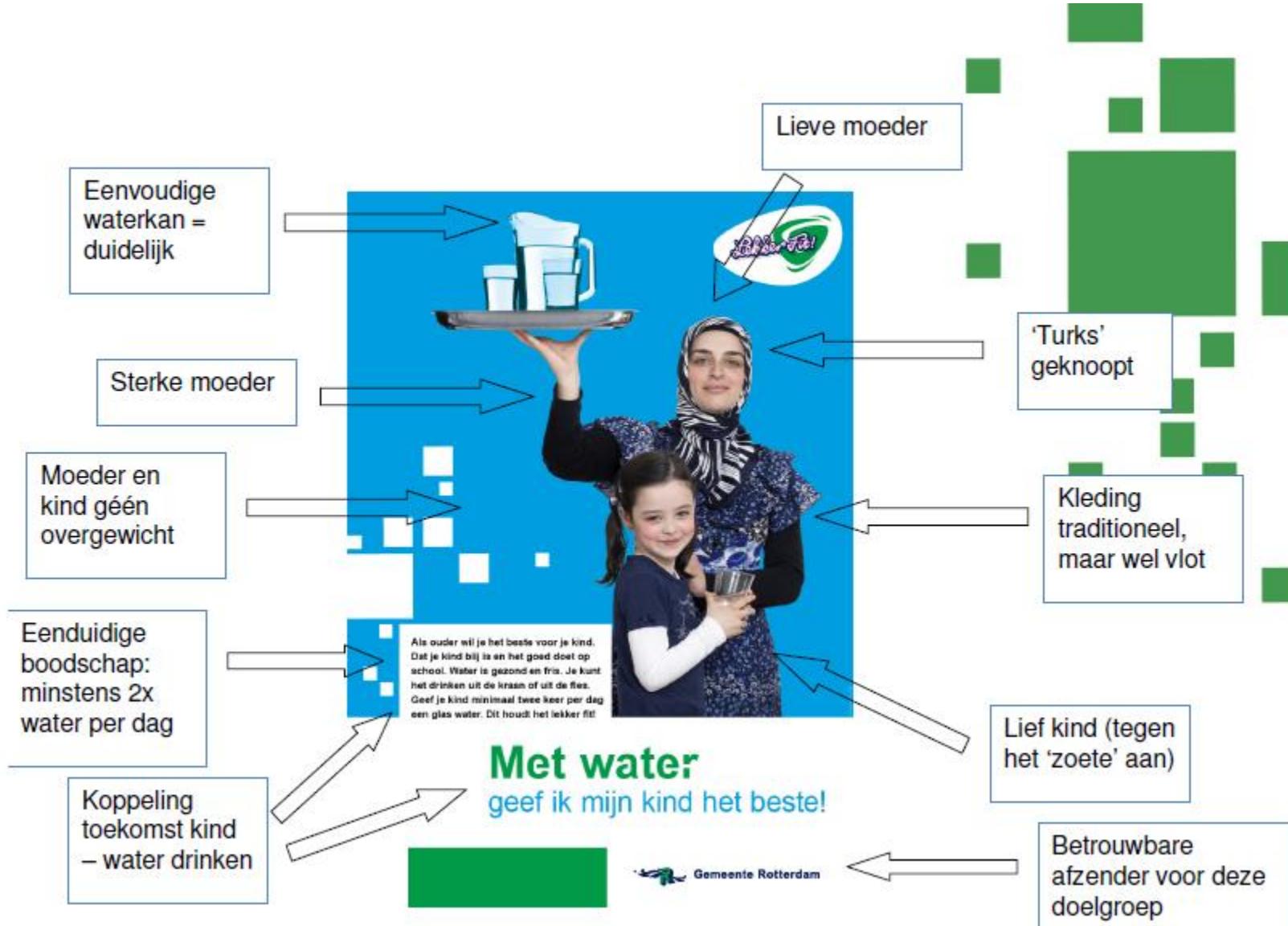


COMPETITION; COST AND BENEFITS DESIRED/ NON DESIRED BEHAVIOUR

<p>Benefits sweet beverages</p> <ul style="list-style-type: none">• Cosyness• Calm child• No 'war' in the house	<p>Benefits water</p> <ul style="list-style-type: none">• Sugar is bad for teeth• Fat kids can't participate in gym/games, my kid should participate in everything
<p>Costs sweet beverages</p> <ul style="list-style-type: none">• Health• Better teeth	<p>Costs water</p> <ul style="list-style-type: none">• 'War' in the house• Unability; child has to drink but does not want to drink water



CONCEPTUAL FRAMEWORK



COMMUNICATION TARGET GROUP

The image displays four identical promotional posters arranged horizontally. Each poster features a woman of a different ethnicity holding a silver tray with two white water jugs. In the top right corner of each poster is a small green circular logo containing a stylized water drop icon. The background of each poster is blue with white square patterns. At the bottom of each poster, there is a green horizontal bar with white text and a small white arrow pointing to the right.

**Met water
geef ik mijn kind het best!**



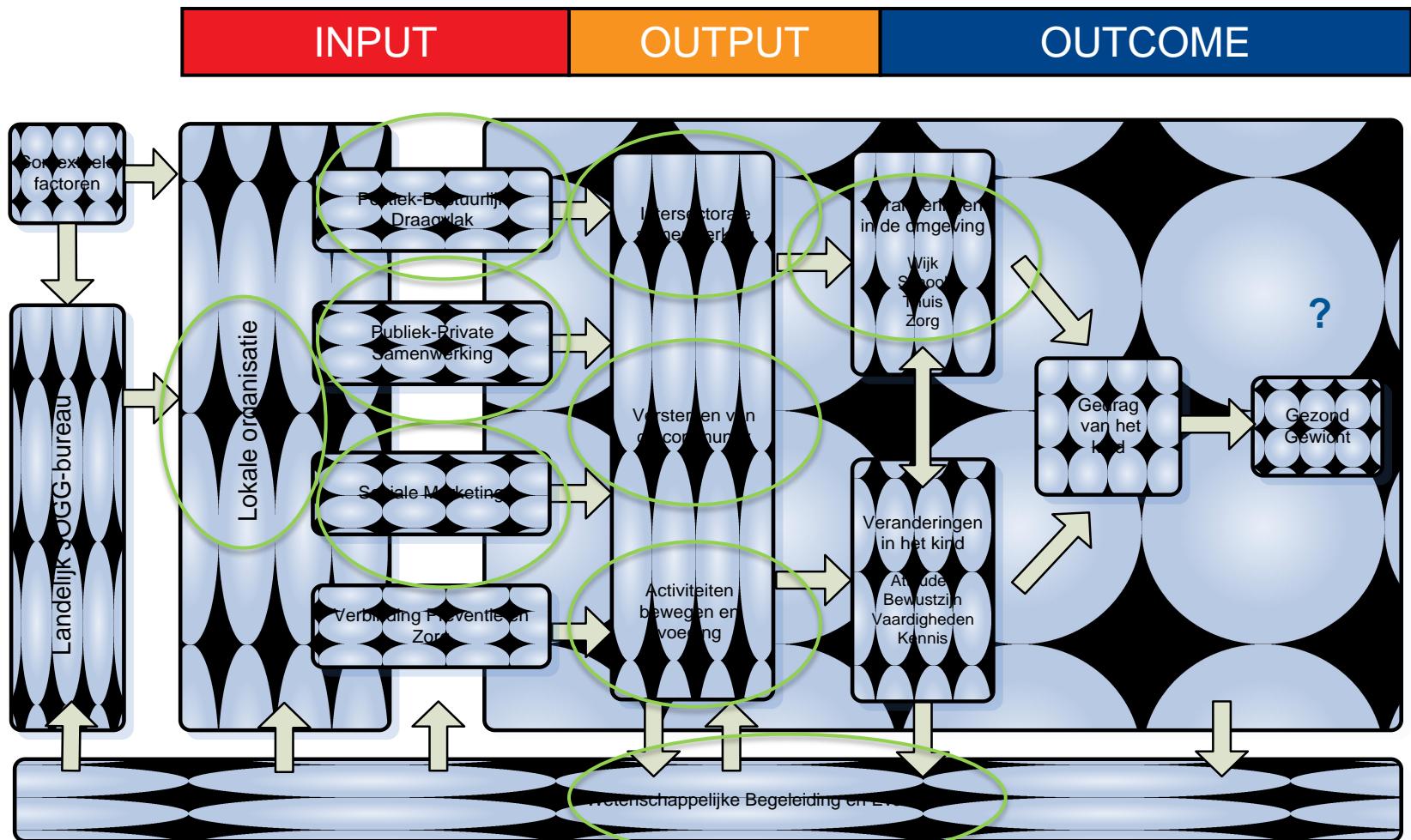
METHOD MIX



**Met water
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RESULTS



Based on; EPODE-model (Marije van Koperen, 2012). Environmental Research Framework for Weight Gain Prevention (Kremers, de Bruijn et al, 2006). Referentiekader (Saan en de Haes, 2005).





DDP

Je vindt dit leuk · 19 september

Vandaag optreden en workshop voor JOGG - Jongeren Op Gezond Gewicht. #keepmovinkids

Vind ik niet meer leuk · Reageren · Delen

1 Jijzelf, Bente Steenvoort en 60 anderen vinden dit leuk.

1 keer gedeeld

Alle 4 reacties weergeven



Denise Van Berkel Nice 😊

19 september om 16:49 · Vind ik leuk



Anjola van Wanrooy tof, en een goed doel 😊

19 september om 17:35 · Vind ik leuk



Minka van der Linde Goed bezig boys

19 september om 18:51 · Vind ik leuk



Schrijf een reactie...

Gesponsord

Een advertentie maken

FleurDance



ZUMBA

Dansen? 'Like' en win tien gratis Zumbalessen in Amsterdam!



KNGU / Thomas Schreyer



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DRINK