

Let's Take on Childhood Obesity – JA-CHRODIS

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Joining forces in health promotion to tackle the burden of chronic diseases in Europe. November 24-25, 2015. Vilnius, Lithuania

BACKGROUND

One in four children across the island of Ireland now carrying excess weight. As part of the response in 2013 *safefood*, the Health Service Executive, Healthy Ireland and the Public Health Agency launched a strategic, integrated public health campaign to raise awareness of the issue among parents, and to support positive changes and choices within families.

Campaign Objectives

- To communicate practical solutions that parents can adopt in order to tackle the everyday habits that are associated with excess weight in childhood.
- To maintain awareness among parents of the health challenges posed by excess weight in childhood, the negative impact this can have on the quality of life, and the importance of tackling this for the long-term.

METHOD



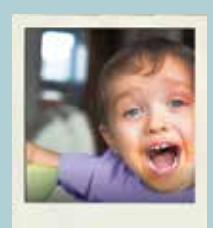
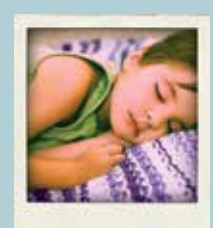
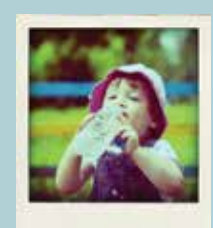
Target Audience

Primary – Parents and guardians of children aged between 2 to 12





Secondary – Family and friends and key influencers

Campaign messages

The campaign focused on six core actions for parents to take on in their family:

	Portion size		Being active		Less screentime
	Treat foods		More sleep		Less sugary drinks

Integrated campaign approaches



				
Television Advertising	Radio Advertising	Outdoor advertising	Public relations	Digital and social media



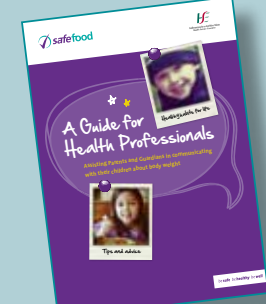
Campaign Evaluation

- Face-to-face interviews with parents/guardians of 5-12 year olds on the island of Ireland.
- To investigate reported knowledge, attitudes and behaviour on childhood obesity and campaign messages.
- Conducted pre-campaign (n=909 parents) in Sept-Oct 2013 and one year later (n=919).

RESULTS

Key findings from pre-campaign and post-campaign evaluation

	18% Almost one in five claimed they have thought about changes to reduce their child's portion . There was an increase in attempts by parents to reduce portion sizes. An Increase from 12% in 2013 to 18% in 2014 .
	3 in 10 3 in 10 also claimed to have stopped pressuring their child to eat everything that they are served.
	6 in 10 6 in 10 parents who have tried to reduce portion size say that efforts have been successful.
	40% The consumption of fizzy drinks once a day or more than once a day has dropped from 45% in 2013 to 40% in 2014 .
	36% The research indicated a significant increase in the consumption of water from 26% in 2013 to 36% in 2014 .

	65% There was a significant increase in children getting an hour exercise a day from 59% in 2013 to 65% in 2014 .
	8 out of 10 Attempts at increasing exercise have been successful with 8 out of 10 parents agreeing that their efforts have worked.
	27% There has been a positive directional movement in parents claiming to give their child a food treat at least once a day. This has reduced since the launch of the campaign from 33% in 2013 to 27% in 2014 .
	Similar to the benchmark survey GP and health professionals continue to play a role in helping parents feel more comfortable in talking to their child.

CONCLUSION

The Let's Take on Childhood Obesity campaign has been strongly recognised and successful to date in changing parent's reported knowledge, attitudes and behaviours.

ACKNOWLEDGMENTS

The campaign is a partnership between *safefood* and Healthy Ireland (including the Department of Health, Department of Children and Youth Affairs and Health Service Executive) in the Republic of Ireland and the Public Health Agency (PHA) Choose to Live Better initiative in Northern Ireland.

This poster arises from the Joint Action on Chronic Diseases and Promoting Healthy Ageing across the Life Cycle (JA-CHRODIS), which has received funding from the European Union, in the framework of the Health Programme (2008-2013). Sole responsibility lies with the author and the Consumers, Health, Agriculture and Food Executive Agency is not responsible for any use that may be made of the information contained therein.



Co-funded by the Health Programme of the European Union