



Let's Beat Diabetes

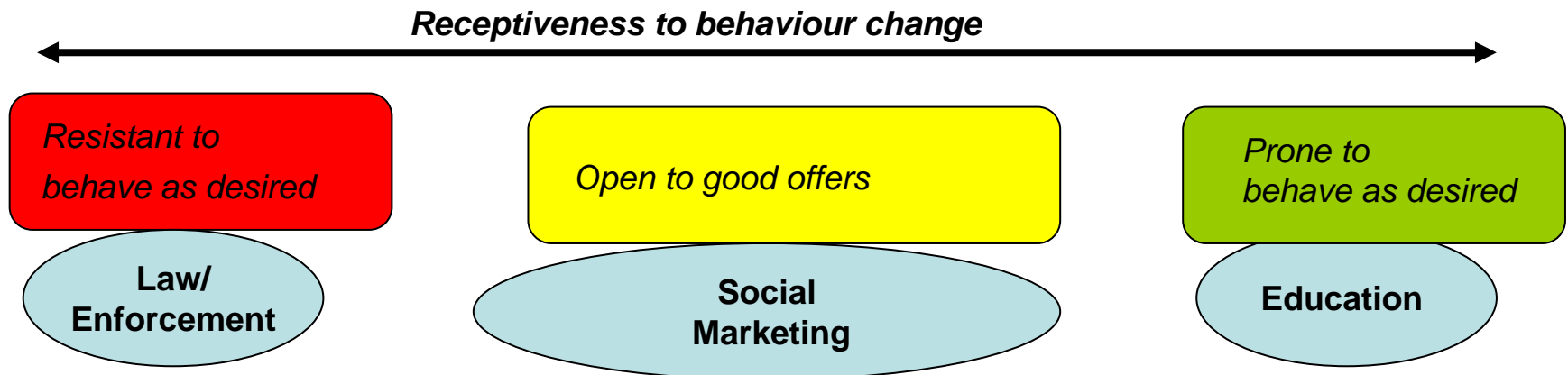
Social Marketing Action Area

Presented by: Gerardene Waldron

LBD Information Sharing Workshop
6 November 2007

Social Marketing

“A means of achieving behaviour change for the purpose of social improvement”



Princess Diana – the 10 yr anniversary..

Who .. What.. Killed Di?



What was your theory ?

- If you have an individual, voluntary behaviour focus you may have asked yourself - would Princess Diana be alive today . . .
 - *... if her driver hadn't been affected by alcohol? ... if her driver hadn't been speeding? ... if she'd been wearing her seat belt?*
- If you have an environmental (harm minimisation) perspective, you may have asked yourself - would Princess Diana be alive today . . .
 - *... if French authorities had followed standard practice and installed guardrails between the concrete pillars in the tunnel?*

Effective strategies seek to 'modify' the individual and the environment – hence the need for programmes to be structured like Let's Beat Diabetes



LBD Programme Structure

1. Supporting **Community Leadership** and Action
2. Promoting Behaviour Change Through **Social Marketing**
3. Changing **Urban Design** to Support Healthy, Active Lifestyles
4. Supporting a Healthy Environment through a **Food Industry Accord**
5. Strengthening **Health Promotion** Co-ordination and Activity
6. Enhancing **Well Child** services to Reduce Childhood Obesity
7. Developing **Schools Accord** to ensure Children are 'Fit, Healthy and Ready to Learn'
8. Supporting **Primary Care-based Prevention** and Early Intervention
9. Enabling **Vulnerable Families** to make Healthy Choices
10. Improving **Service Integration and Care** for Advanced Disease



LBD Social Marketing objectives

- Families moving more
- Families having healthier diets



Conception of a campaign



Research Insights

- It's really confusing! Different headlines every week..
- People are caught in a "try-fail-guilt" cycle in efforts to adopt healthier lifestyles - very little in the environment supports them to keep trying (cost, time, lack of healthy food outlets) – survival remains the top priority
- They cannot do this alone - people need strong localised support (from within family *and* from the wider community - including leaders)
- We need to create strong momentum for people to feel continually bolstered in their efforts
 - People need to be seeing, hearing about local ideas and initiatives all around them
 - The more they realise it's not all on their shoulders – the better



Obesity, *not* diabetes as the focus

- Causes of obesity are the same as those of diabetes
- Easier to comprehend than diabetes
- Topic with high public awareness and media coverage

“The campaign needs to have relevance for *all*...a focus on the need for collective participation to *address* obesity rather than on the *obese*”

The Brief

Campaign needs to work at 2 levels:

- Influence hearts + minds (demand)
- Influence environment (supply)

Promote
behaviour change

Facilitate
behaviour change

***“It needs to be a galvanising mechanism - creating a social movement to mobilise individuals, families, communities and organisations to play a role in addressing obesity and ultimately beating diabetes**”*

Birth of a campaign





Swap
2
Win



www.swap2win.co.nz

TOGETHER WE CAN STOP OBESITY.





O e fia sailia ni auala mo le fesoasoani aua le taumafa soifua maloloina?

O le taofia o le faaaoagaina o susu tofoa, ae suia i le taumafa i fagu susu o i ai tapuni lanumoana vaivai, poo le lanu meamata, o se auala sili lea ona faigofie mo le faaitiitia o le gao mai taumafa o aso taitasi.*

O lou taumafa i meadi maloloina lelei, ma foaga e faatino faamalosifino talafeagai, e mautinoa o le a e lagonaina lou faasiligamalosi ma o se itu faua tele lea. Ua tatau nei loa ona faatino ma tausisia nei suiga i lou aiga, aua o lo tatou galulue faatasi mo nei taumafaiga o le a mafai ai ona taofia le soona puputa ma tino lapopoa i le itumalo o Manukau.

Mo nisi faamatalaga mo le faia o lau filifiliga tatau i lou soifua maloloina - asiasi ane i la matou upega tafailagi www.swap2win.co.nz

*E fautuaina le taofia ona faaaoagaina o fagu susu o i ai tapuni lanumoana vaivai, poo le lanu meamata i lanau laifi e i lalo ifa o le lua (2) tausaga le matutua, ona e le talafeagai ma o latou tino.

TOGETHER WE CAN STOP OBESITY.





**Our Franklin
Marae are
Swapping 2 Win**

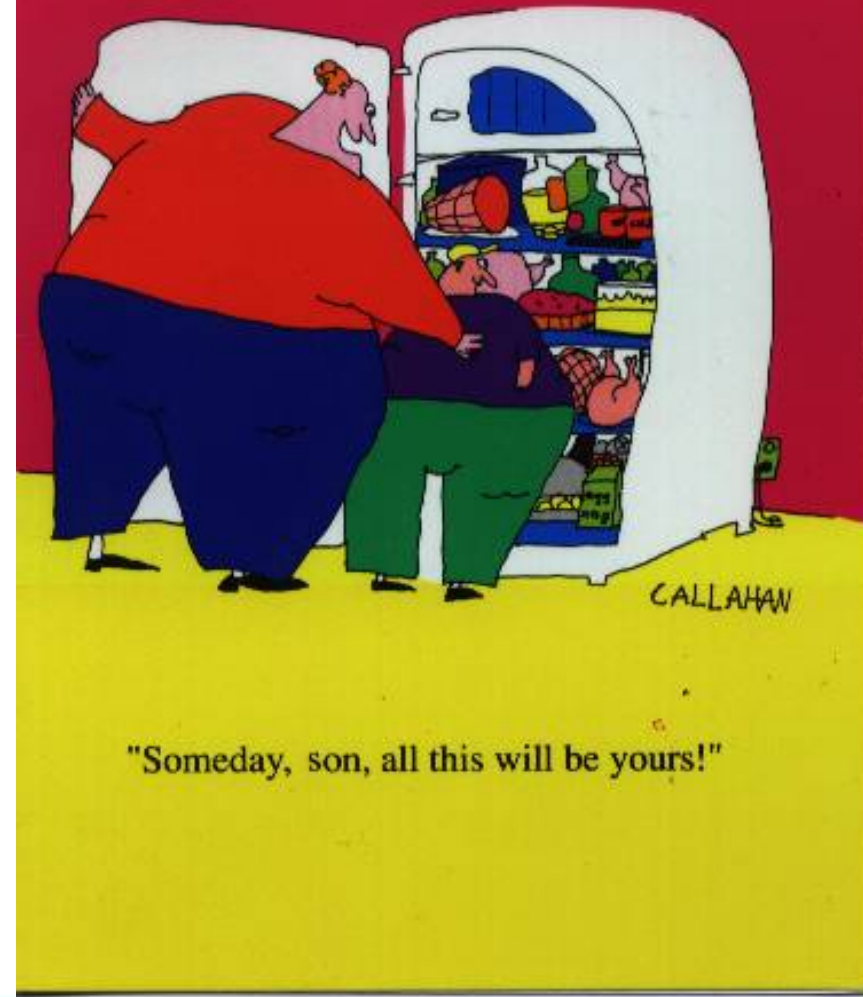
www.swap2win.co.nz

TOGETHER WE CAN STOP OBESITY.



1. Target audiences

- Needs to speak to:
 - Influencers of Maaori, Pacific and low-income households
 - Influencers of wider environment



.....for the benefit of the younger generation



2. Branding

- No explicit links to LBD or CMDHB
- “Swap2Win”
 - Positive, non-preachy
 - Pulls interest – *‘What’s in it for me?’*
 - Flexible, broad (not tied exclusively to health benefits)
- “Together we can stop obesity”
 - Focus on the need for *collective* action
 - Gives permission to seek change



3. Swap Tips

8 tips – based on achieving 4 broad behavioural outcomes:

- ✓ Reducing sugar intake
- ✓ Reducing fat intake
- ✓ Portion control
- ✓ Moving more



Looking for ideas about healthy eating?

Three great tips for cooking meat and reducing fat in our daily diet:

- Trim the fat from meat before cooking.
- If using tinned corned beef, heat the meat and drain off the fat before cooking or serving.
- Reduce fat in boil-ups in 3 steps:
 1. Trim the fat off the meat before boiling.
 2. Change the water before adding the vegetables.
 3. Skim the fat off the top before reheating.

If you eat healthy food and get more active you'll feel the difference. So make the swap to stop obesity in your family and together we can stop it in Counties Manukou.

For more information on making healthy choices visit www.swap2win.co.nz

TOGETHER WE CAN STOP OBESITY

Swap Tips

- Decisions about specific tips based on population health benefits vs. likelihood of being adopted
- Info provided with local context where relevant
- All small steps + relevant for families on low incomes
- Core (but not exclusive) benefit: Success in protecting whanau against obesity



4. Swap Supporter Stories

Stories of 4 local groups of people taking action to support the community to swap 2 healthier lifestyles



**Takanini School
Community is
Swapping 2 Win**

www.swap2win.co.nz

TOGETHER WE CAN STOP OBESITY.

LET'S BEAT OBESITY

Swap Supporter Stories

- Another way of framing – people sometimes more likely to act if seen to be for benefit of others than for self
- Pulls interest – *'I know them!'*
- Provides critical emotional component to campaign
- Supports *facilitation* of behaviour change – seeks a domino effect among environmental influencers



5. Channels

- Combination of channels chosen:
 - Mail-drop
 - Radio
 - Local newspapers
 - LBD networks – including retail
 - Billboards
 - www.swap2win.co.nz

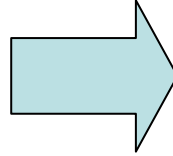


A screenshot of the Swap2Win website homepage as viewed in Microsoft Internet Explorer. The browser window title is 'Swap2Win - Together we can stop obesity | Home - Microsoft Internet Explorer'. The address bar shows 'http://www.swap2win.co.nz/page/5-Home'. The website has a teal header with the slogan 'TOGETHER WE CAN STOP OBESITY.' and a navigation menu with links for Home, Community Action, Healthy Eating, Getting Active, FAQ, Media, Links, and Contact Us. The main content area features a large banner with a group of diverse people holding a yellow ribbon, with the text 'Welcome to Swap2Win' and the Māori proverb 'Naa too rourou. Naa tooku rourou. Ka ora ai te iwi.' (With your support and my support the people will be well). Below the banner are three columns of text: 'Our children's future depends on you!', 'You can stop obesity in your family', and an 'e-newsletter' sign-up form with fields for 'First name' and 'Email address', and a 'Join' button. A small 'LET'S BEAT OBESITY' logo is visible in the bottom left corner of the slide.

Back to where we started..

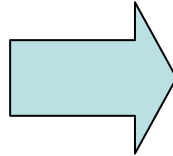
1. Role of the campaign

Promote behaviour change



Messages to *motivate* families to want to swap 2 healthier lifestyles + to provide tips *how*

Facilitate behaviour change



- Profiling 'swap supporters' to reinforce current activity + achieve a domino effect

- Swap2Win branding - an incentive for groups to get on board (i.e. association with being supportive of the local community)

2. Role of LBD Action Areas to support through promoting and facilitating behaviour change across the community



Successful social marketing requires this integrated approach !