

Change4Life Healthy Eating Campaign – January 2013

This paper provides members with an overview of developments in and evaluation of the Change4Life programme. The Group will be invited during the meeting to feed in views on a specific healthy eating campaign planned for January 2013.

Background to Change4Life

Change4Life is the government's behaviour change programme which aims to inspire a societal movement through which government, the NHS, local authorities, businesses, charities, schools, families and community leaders can all play a part in improving people's diets and activity levels.

The programme is based on the best available evidence which shows the need to promote both a healthy diet and physical activity, and it supports:

- personalised approaches
- goal-setting
- self-monitoring
- feedback on performance
- prompts/reminders
- incentives
- social norming

Evaluation

Evaluation of the programme is complex because it is not possible to single out the impact Change4Life has on obesity levels. Instead, the best practice evaluation plan focuses on asking eight key questions:

1. Has Change4Life engaged the target audience?
2. Has Change4Life leveraged resources from a wider coalition?
3. Does using the Change4Life brand increase the impact of interventions?
4. Does engagement with Change4Life improve behaviour?
5. Have the specific behaviours Change4Life promoted improved?

6. Have there been overall improvements in healthy behaviours?
7. Are fewer children becoming obese?
8. Has Change4Life paid for itself?

Results

Recent results for Change4Life are positive:

Engagement:

- 85% awareness among target population
- more than 570,000 families have joined
- 61,000 children have attended Change4Life Sports Clubs

Coalition building:

- More than 200 national partners engaged
- 67,500 local supporters donating 15 million hours of time
- 3000 participating schools.

Recent Campaigns

Healthy Eating, January 2012 - Supermeals

This was a campaign to promote quick and healthier meals on a budget. Activity included:

- Special offers in Asda, Aldi, The Co-operative
- 4 million recipe packs distributed
- 100,000 cookbooks produced in conjunction with Ainsley Harriott
- Online recipe finder

Physical Activity, June 2012 - Games4Life

Games4Life aims to build on the excitement generated by the upcoming summer of sport to encourage 1 million people to get more active over the coming months.

- 13 million Games4Life activity check questionnaires are being distributed
- 2.5 million being distributed by local authorities
- Respondents receive their own personalised action pack, specific for adults or children in their household, with tips and advice to get them moving more.
- Schools pack supplied and 7,500 schools have signed up for involvement
- 10 regional Change4Life events arranged in addition to partner events
- Games4Life Fun Generator available online and as a mobile app

Healthy Eating Campaign – January 2013

The January 2013 campaign will again focus on encouraging a healthy diet. The objectives are to help people adopt and sustain the Change4Life healthy eating behaviours (less salt, less saturated fat, fewer calories and 5-A-DAY). We are also considering including a more specific focus on calories for adults in order to support overall policy objectives on obesity.

Consumer research is currently under way. The Group will receive a further update at the meeting, and will be invited to give their views on early proposals and to explore how the campaign could link with related activity by local and national partners.