Healthy Lifestyles Campaign

A new perspective on Public/Private Partnerships

Healthy Lifestyles Campaign (multistakeholder commitment)

- EU White Paper on Nutrition states that the Commission will support scientific information and education campaigns to raise awareness of lifestyle related health problems adressed to vulnerable groups
- Purpose of the Campaign: To raise awareness among individuals (children 8-12 years old) of the attitude that can be adopted to improve their diets and to increase physical activity levels and thereby adopt a Healthy Lifestyle

Healthy Lifestyles Campaign (multistakeholder commitment)

- First step: .
 - Research steering group
 - the steering group was composed by the Commission (including experts from DG Research), relevant Platform members (WFA, EACA, EGTA, EUFIC, EHN, ACT, NCC (BEUC), COFACE, etc) and co-chaired by CIAA and EU Health Net
 - Desk Review (EUFIC)
 - Consumer research (Family Research Dynamics)
 - establish barriers & drivers

Consumer Research

- Key conclusions from the research: need to bring the concept of "healthy lifestyle" into children's world and reinforce that it does not have to be boring nor about restrictions.
 - Sport and exercise is already part of children's world.
 - They like it because it's a way of being with peers; a way to socialize and be part of a group
 - We need to make nutrition part of their world
 - stressing that healthy eating can be fun when in the context of a balanced diet.

Healthy Lifestyle Campaign (multistakeholder commitment)

Second step:

- Develop initial brief for agencies
 - Redefine target audience (11-15)
 - Reduce scope of campaign
 - Decide to run pilot campaigns in 5 smaller markets
 - Decide to involve national health authorities

Third step:

- Discuss potential for programme with national health authorities
- Re-brief agencies and hold competition (pitch)
- Select winner & test with focus groups

Healthy Lifestyle Campaign (multistakeholder commitment)

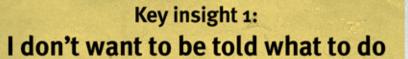
- Development of creative proposals (EACA/CIAA):
 - What's the challenge?
 We need to bring the concept of "healthy lifestyle" into adolescents' world and reinforce that it need not be boring nor about restrictions.
 - "Be Health, Be Yourself" proposal from Publicis Life Brands.







Objective: Get adolescents to lead a Healthy Lifestyle



Strategy:
BROAD FOCUS
CREATE AN ATTITUDE
NOT A "TO-DO LIST"

Key insight 2:

I want to feel I'm part of something cool

- 1) Make a Healthy Lifestyle cool
- Create a unique community to enrol adolescents and maximize message acceptance

BALANCED EXERCISE + FOOD = HEALTHY LIFESTYLE ASPIRATIONAL SITUATIONS

VISUAL IMPACT



Execution

- Meetings with national CIAA federations and Health Authorities in 5 target markets
 - Portugal, Greece, Czech Republic, Slovak Republic, Hungary)
- discuss the idea and potential ways of implementation
 - Media
 - Funding
 - Local input
 - What's in it for me?

Where Do We Want to Be?

- The objective for the EU and industry partners is:
 - Short term: Motivate children in the target group
 - to join a "club" where living active lives is cool
 - to change their behavior towards diet/nutrition and physical activity
 - Long term: Reduce the growing prevalence of obesity in this age group
 - stem the rise of health disease attributed to obesity
 - net, net, ensure group of citizens is healthy, fit, active and within acceptable weight limits

Learning

- Research is critical
- Create simple objectives
- Agree measurable outcomes
- Don't be afraid to apply commercial techniques
- Involve as many stakeholders as possible
- Be prepared to go & see people nothing is achieved at a distance
- Don't be afraid to ask for money!

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