

# **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 addressed 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.

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be yourself



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# be health be yourself

the best recommendation  
to be real healthy

get your  
**green lace**  
and 10 free sms

what's on  
**near you?**

what's  
**your way?**  
how do you wear  
the **green lace?**

spot tv

manifesto

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# be health be yourself

the best recommendation  
to be real healthy



# Objective: Get adolescents to lead a Healthy Lifestyle

Key insight 1:

I don't want to be told what to do

Strategy:

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

BALANCED  
EXERCISE + FOOD  
=  
HEALTHY LIFESTYLE

ASPIRATIONAL  
SITUATIONS  
VISUAL IMPACT

Key insight 2:

I want to feel I'm part of something cool

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



# 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!**

**This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.**