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
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• 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.
be health
be yourself
be health
be yourself

the best recommendation
to be real healthy

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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”

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!