

Kids - 'Go for your life'

Social marketing plan summary

1. What is Kids - 'Go for your life'?

Kids – 'Go for your life' is a state-wide initiative funded by the State Government and managed by Diabetes Australia – Vic and The Cancer Council Victoria. Kids – 'Go for your life' is leading the way to create healthier Victorian children (0-12years) who enjoy healthy eating and physical activity every day. Kids - 'Go for your life' includes the following components:



2. Kids - 'Go for your life' healthy message campaign

The Kids - 'Go for your life' healthy message campaign aims to promote healthy eating and physical activity in children by focussing on each of the six key behaviours of Kids - 'Go for your life'. At three monthly intervals Kids – 'Go for your life' will be focusing on one of six key behaviours and the related healthy message. (Refer to 3. Healthy messages and icons).

Research has shown that by working together to promote the same message at the same time, primary schools, early childhood services, community agencies and local councils can make positive changes to children's behaviour.^{1 2}

¹ Cutler, R. Be Active Eat Well.. "Building community capacity in physical activity and healthy eating" Obesity Prevention Conference, Deakin University, 1-2 September, Geelong, Australia.

² Borys, J.M (2006) "The roll out of a successful model for obesity prevention in children" Community-based Obesity Prevention Conference, Deakin University, 1-2 September, Geelong, Australia.

3. Healthy messages and icons

The following healthy eating and physical activity behaviours, healthy messages and icons are the focus of the campaign.

Key behaviour	Healthy message
Increase water consumption	Tap into water
Increase fruit and vegetable consumption	Plant fruit and veg in your lunchbox
Reduce the consumption of energy dense foods and drinks	Limit sometimes foods (0- 4 year olds) Limit occasionally foods (school settings)
Increase physical activity	Move Play and Go
Decrease time spent in sedentary activity	Turn off, switch to play
Increase the number of children walking and riding to school and other places	Stride and ride



4. Aim

To promote the adoption of targeted healthy eating and physical activity behaviours (Strategic plan 2.1)

5. Objectives

- To achieve high recall of each of the healthy messages
- To increase the target groups knowledge and understanding of the key behaviours and healthy messages.
- To increase the perception of the target groups that the key behaviours are commonly practiced behaviours by most families.
- To increase the target groups perceived ability to implement the key behaviours.
- To support the adoption of keys behaviour within each of the relevant components of the broader Kids - 'Go for your life' initiative.

6. Key target audience

Primary target

- Parents of children 0-12 years
- Children 2-12 years

7. Social marketing strategy

A key component of the Kids - 'Go for your life' initiative is to use social marketing strategies to promote and support the adoption of these healthy behaviours by the target groups.

The purpose of Kids - 'Go for your life' social marketing is outlined below

Purpose	Description
Social Marketing	Changing individuals' knowledge, attitudes or behaviour around a particular health issue
Advocacy	Issues and policies Changing physical, legislative, fiscal and social environments
Publicity	Organisation profile building

Underlying theory of behaviour change

The social marketing plan incorporates the principals of the Theory of Planned Behaviour¹ to promote the healthy messages. Key principles are:

- Promoting of positive attitudes toward adopting the key behaviour
- Increasing the normative perceptions of the key behaviour
- Increasing the perceived ability to undertake the key behaviour

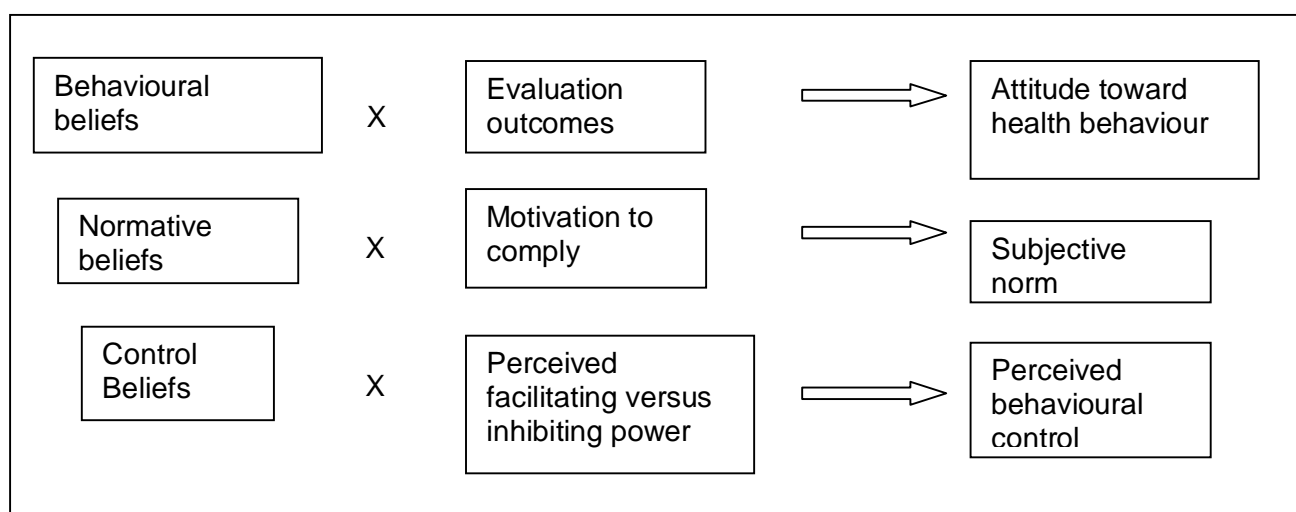


Figure 1: Theories of reasoned action and planned behaviour³

Engagement strategies

The social marketing plan will select promotional strategies that minimise risks of negative outcomes such as increasing dieting practices, poor body image and stigmatisation which are potential negative outcomes of some health campaigns.^{4 5} In addition, literature reviews and focus testing will be used to determine effective engagement strategies and messages for families and children.

³ Caltabiano, M. L. & Sarafino, E. P. (2002) Health psychology: Biopsychosocial interaction, Wiley, p225

⁴ Spear, B. A. (2006), Does Dieting Increase the Risk for Obesity and Eating Disorders?, *Journal of the American Dietetics Association*, 106, 524-525.

⁵ Spear, B. A. (2006), Does Dieting Increase the Risk for Obesity and Eating Disorders?, *Journal of the American Dietetics Association*, 106, 524-525.

8. Promoting individual icons and healthy messages

For each of the healthy messages a specific social marketing campaign will be developed and implemented which will promote each message intensively over a 3-month period. Opportunistic promotion of other messages may occur in this period, however the focus of development of materials and resources and planned promotional activity will be based on the promotion of the specified healthy message.

Messages for January to June 2007 are outlined below. Each healthy message may have an associated take-home message for specific target audiences, which may change or develop during repeated healthy message promotion periods.

2007	Healthy message
Term 1 (January – March)	Tap in to Water
Term 2 (April – June)	Plant Fruit + Veg in your lunchbox

Healthy messages plans

Plans and supporting resources for each healthy message will be developed and available to download from the website www.goforyourlife.vic.gov.au/kids. This will include:

- Healthy message
- Background statement and information
- Supporting messages
- Frequently asked questions
- Activities of Kids - 'Go for your life' and supporting organisations
- Key healthy messages resources and programs
- Ideas and strategies on how government, not-for-profit organisations, communities, schools, kindergartens, childcare, out-of-schools hours care, sports organisations can join in and be a part of the campaign.

This document provides a summary of the Kids - 'Go for your life' social marketing plan. A comprehensive social marketing plan has been developed which includes the development of the Kids - 'Go for your life' profile. For more information please contact Kids - 'Go for your life' on 1300 854 544.