

FOOD FIRST Weight Wise

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Food First History

- Part of BDA Public Relations strategy
- Started as Food Awareness Week
- Initial theme was Give me Five
- Fruit and vegetables message clearly in public domain now
- 2001 became Food First Month - June
- Weight Wise in 2002 – attaining and maintaining a healthy weight – all adults

Eat 2b Fit

- 2002 theme continued to be Weight Wise but target now children aged 7 to 11
- Funding continued to be £25,000 from partners matched by £25,000 from BDA
- Partners were Kellogg's, British Potato Council and Sainsbury's supermarkets

Eat 2b Fit Resources

- Campaign pack produced for Dietitians and for sale
- Kellogg's and Potato Council leaflets
- Eat 2b Fit unbranded Teachers' Guide to nutrition in the National Curriculum, key stages 1 and 2

Plus Weight Wise website – Jill Scott
www.weightwise.com

Activities

- Local initiatives
- Store Tours – Sainsbury's plus Kellogg's
- Recipe demonstrations – Sainsbury's plus British Potato Council
- Media day for print media – over 50 journalists – coordinated by Kellogg's
- Radio day plus other opportunities – 19 stations – coordinated by Kellogg's

Evaluation

- Questionnaire evaluation returned by Dietitians
 - 12 replies representing 50 Dietitians
 - Evaluated resources and local projects
- Independent evaluation of work with partners
 - Looked at store tours and value for money for input by partners
- Collation of media coverage – H & K

Number reached by Eat 2b Fit

- Local Initiatives – not known (1200 packs)
- Eat 2b Fit Teachers' Guide – not yet assessed – all CNG members have pack and it is selling fast from Comic Company
- Store tours - 6000 children plus teachers, parents and Food Advisors
- Media – see next slide

Eat 2b Fit Media Coverage

- 85 pieces of coverage picked up in all
 - 16 million radio listeners
 - 2 million local papers etc
 - 2 million in national newspapers and magazines – 7 articles
 - 120,000 Health Care Professionals

Food First 2004

- Theme of Weight Wise continues
- Target group is men aged 35+
- Campaign slogan – SIZE MATTERS

Size Matters

- Sponsors
 - Kelloggs
 - Slimming World
 - Sainsburys
 - British Potato Council
 - Weight Watchers

Size matters activities

- Displays/mini health checks in Sainsbury's stores
 - Where there is a food advisor
 - Where there is a pharmacist
 - By individual contact
- Media events – to be confirmed
- Whatever you do with the materials

Size Matters – Consumer Messages

- Having a waist size in excess of 37" can increase risk to health (36" Asian men)
- Small changes can lead to big benefits
- Make starchy foods part of meals
- Supersize your vegetables and fruit
- Downsize high-calorie foods and drinks, and limit fast foods
- Be active, more often, every day
- Eat regular meals, including breakfast
- Think long-term, not quick fix

Size Matters Resources

A4 guide for Dietitians and other professionals includes:

- Welcome page/acknowledgements etc
- Facts and figures
- Targeting men
- Activity ideas
- References

Size Matters Resources cont

- 2 A3 posters – BDA
- Drinks mats – BDA
- Tape Measures – Kelloggs
- A3 Poster – Slimming World
- Recipe and fact sheet – Potato Council
- Information from partners e.g. Weight Watchers information about reaching men

Obtaining a Campaign Guide

- Fill in slip from Dietetics Today £5
- Give name, address and £5 to me any time during the conference
- Packs available subsequently from Comic Company price £20

www.comiccompany.co.uk

Working with Partners

- Partners needed for coverage and finance
- Dietitians need to work with and acknowledge partners if this initiative is to survive
- If we want to efficiently educate the population we must use the media – (many people reached in 2003 were reached by Food First Co-ordinator and the members of the Planning Group)

Any Questions?