



Weight Wise @ Work Campaign
CNG Conference 25/04/05

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The next 20 mins....

- Why Weight Wise @ Work?
- Weight Wise @ Work campaign elements
- PR Support for the campaign
- Call to action for dietitians and others

BDA Campaigns - History

- Part of the BDA's Public Relations Strategy
- 'Give me 5' campaign 1998 –2001
(Received a Caroline Walker Trust Award)
- In 2001 campaign became 1 month long and known as "Food First"
- 2002 saw change of theme to *WEIGHT WISE*

Why Weight Wise?

- Obesity is one of the most serious health problems in the UK
- Prevalence of obesity continues to rise: 60% women and nearly 70% of men in UK are overweight/obese
- Strong link between obesity and heart disease, type 2 diabetes and some cancers



Why Weight Wise @ Work?

- Workplace highlighted as an important environment to promote health:
- Healthy Working Lives – a plan for action (Scottish Executive 2004)
- Choosing Health: making health choices easier (Department of Health 2004)





Why Weight Wise @ Work?

- Workplace absence costs British businesses 11.6 billion pounds every year = 6.8 days lost / employee (CBI 2002)
- Weight Wise @ Work provides ideal opportunity for employers and employees to promote the workplace as a source of better health





WW@W – why get involved?

- Help raise the profile of dietitians
- Help raise the profile of your department
- Opportunity to practice and develop new skills
- Opportunity to work with other agencies
- We all work in a workplace (NHS has 1.3 million employees)
- We all have a responsibility for public health





Weight Wise@ Work

- **Date:** June 2005
- **Target:** all adults in Workplace settings
- **Campaign vision:**

“The BDA, dietitians and their Campaign Partners will empower and encourage people at work to make changes to their eating and physical activity habits to achieve and or maintain a healthier weight”





Campaign Approach

- Evidence based messages
- Partner with relevant companies/organisations to deliver campaign messages
- Motivate RD's and others to run activities
- Design/distribute campaign materials
- Media campaign – national/regional
- On-line support
- On-going review/evaluation



Campaign Objectives

- To raise awareness of diet, PA and health amongst employers/employees
- To promote evidence-based health messages to the public
- To raise awareness of RD's, their skills and opportunities within the workplace
- To develop mutually beneficial partnerships with industry, gvt. bodies, media and other health professional groups
- The BDA & RD's to be seen as credible & authoritative voice on nutrition, diet & health



Consumer Messages

- If overweight, 5-10% weight loss can lead to big benefits
- Watch your waist size:

Waist measurement	At risk	High risk
Men	>37" (94cm)	>40" (102cm)
Women	>32" (80cm)	>35" (88cm)

Consumer Messages

● Choose healthy work habits:

- Make time for regular balanced meals, including breakfast
- Be more active more often, build up to 10,000 steps every day
- Supersize your vegetables and fruit
- Make healthier choices at break-times
- Downsize high calorie foods and drinks



Weight Wise @ Work Team

1. Internal: BDA

- Food First Coordinator
- Food First Planning Group Chair & Group
- Weight Wise Website Coordinator
- Admin support
- PR Chair and PRO



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Weight Wise @ Work Team

- Kellogg's
- Tesco
- Scottish Executive
- Kent Police
- Food Fitness (FDF)
- Slimming World
- Canned Food UK





Weight Wise @ Work Team

External contd.

- Gorard Dean – resource design/production
- BCLO PR – media campaign





W W @ W team: YOU! What's on offer....

- 'BUMPER' campaign pack @ cost price
- On-going supply of literature/resources
- FREE media training
- Financial incentives to take part in partner activities
- On-line support with ideas for activities/media work/link to professional development
- Monthly update in Dietetics Today



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Campaign Resources

● **Campaign pack** consisting of:

- Campaign Guide
- A5 'Weight Wise @ Work' leaflet (joint BDA/Kellogg's)
- A5 'First steps to weight loss' leaflet (joint BDA/Tesco)
- Factsheets:

Swap & save @ work;

Healthier snacking @ Work;

Healthier packed lunches @ work;

Get fit, get active @ work;

Weight Wise tips for Shift work;





● Campaign pack contd:

- Food Labeling (joint Food Fitness/BDA)
- A3 poster ('Work Your Way to 10,000 steps')
- A3 poster (joint Slimming World/BDA)
- CD presentation for WW@W activities



● Campaign pack contd.

- Giveaways:

pen

post-its

stickers

banners

Kellogg's tape measure

Slimming World waist measurement card



- **Campaign pack contd.**

Campaign partner resources including:

Recipe cards (Canned Food UK)

‘Body Magic’ leaflet (Slimming World)

‘Salt’ leaflet (FDF)

- Additional educational resource: Kellogg’s/BDA
CD Rom on setting up Breakfast Sessions at work



PR support for campaign

- Aims/objectives:
- To ensure maximum media coverage across:
 - Monthly/weekly consumer magazines
 - National press
 - Business & trade press
 - Regional/local press
 - Broadcast
 - New media





PR Audience

- Adults at work
- Employers
- BDA members
- Partner organisations



The Big Bang!

- National media 'push' for June 2005
 - Conducting a UK wide consumer survey to ensure media hooks and regional stats.
 - Identifying regional/local dietetic spokespeople for regional delivery
 - Creating UK wide media list





The 2nd Big Bang!

- Broadcast campaign
 - Use media hooks as platform for discussion
 - Aiming at radio news and TV programmes
 - Linking with BBC Big Challenge
 - Provide minimum of 10 interviews
 - Need to reach the widest possible audience



In the news....

- Linking with HR departments – employee incentives
- Identifying an ‘ideal’ workplace as case study
- Lunchbox audit
- Healthy lunch-break days throughout June
(8/6/05; 15/6/05; 22/6/05; 29/6/05)



Weight Wise @ Work: measures of success....

- Evaluation will be conducted independently and include:
- Number of packs/resources distributed
- Number of workplace activities developed
- Individual evaluations conducted by RD's
- Success of partner activities/involvement
- Media reach of the campaign
- Number of unique users to www.bdaweightwise.com during campaign



Weight Wise @ Work: what can YOU do?

- Order your pack TODAY
- Sign up for media training TODAY
- Sign up for BDA/Tesco initiative
- Use campaign pack and ideas for activities on BDA website www.bda.uk.com
- Just do SOMETHING and EVALUATE!
- Let us know about it.....



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