

Evaluation of a public information campaign aimed at raising awareness of obesity

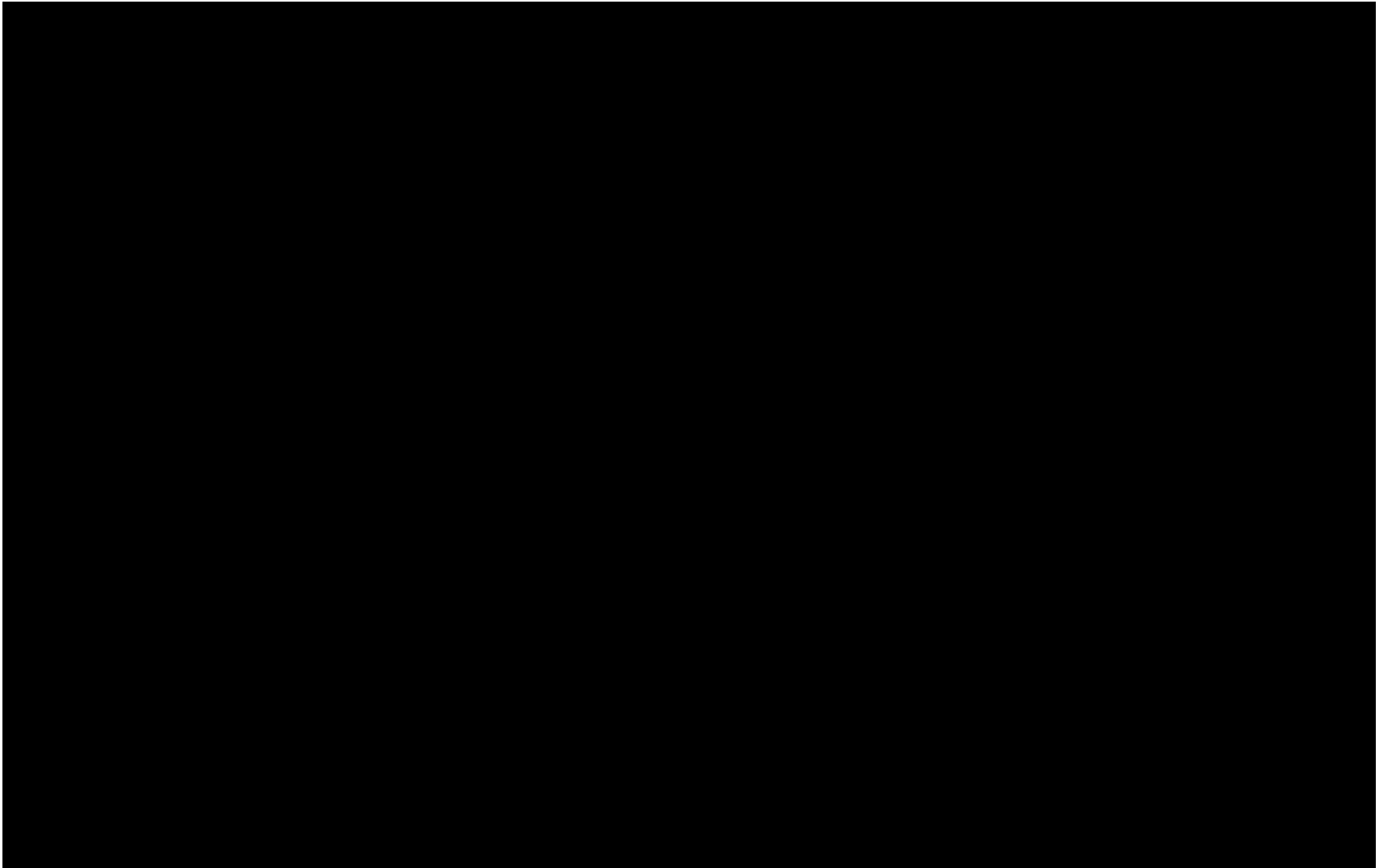
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Choose to live better campaign

- Aim: raise awareness of what constitutes being overweight, and to encourage those who are overweight to make small practical lifestyle changes
- Phase 1 'Measure up'
- Phase 2 'Swap it'
- Elements included television ads, radio ads, outdoor, press and leaflets

Campaign elements



Outdoor advertising, press, leaflets

For men,
a waistline of
37 inches or
more can put
your life at risk.

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Find out more at choose to live better.com

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For women,
a waistline of
32 inches or
more can put
your life at risk.

Find out more at choose to live better.com

TYPE 2 DIABETES

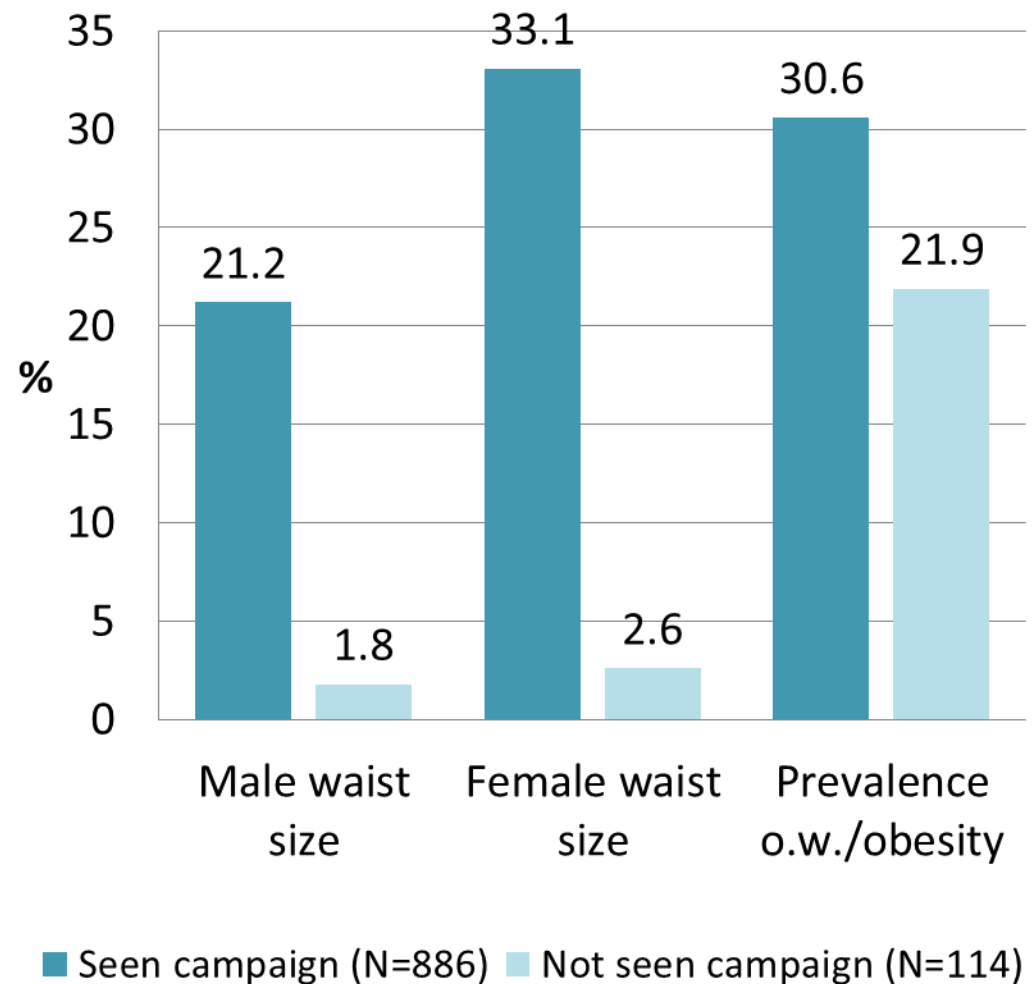
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Evaluation

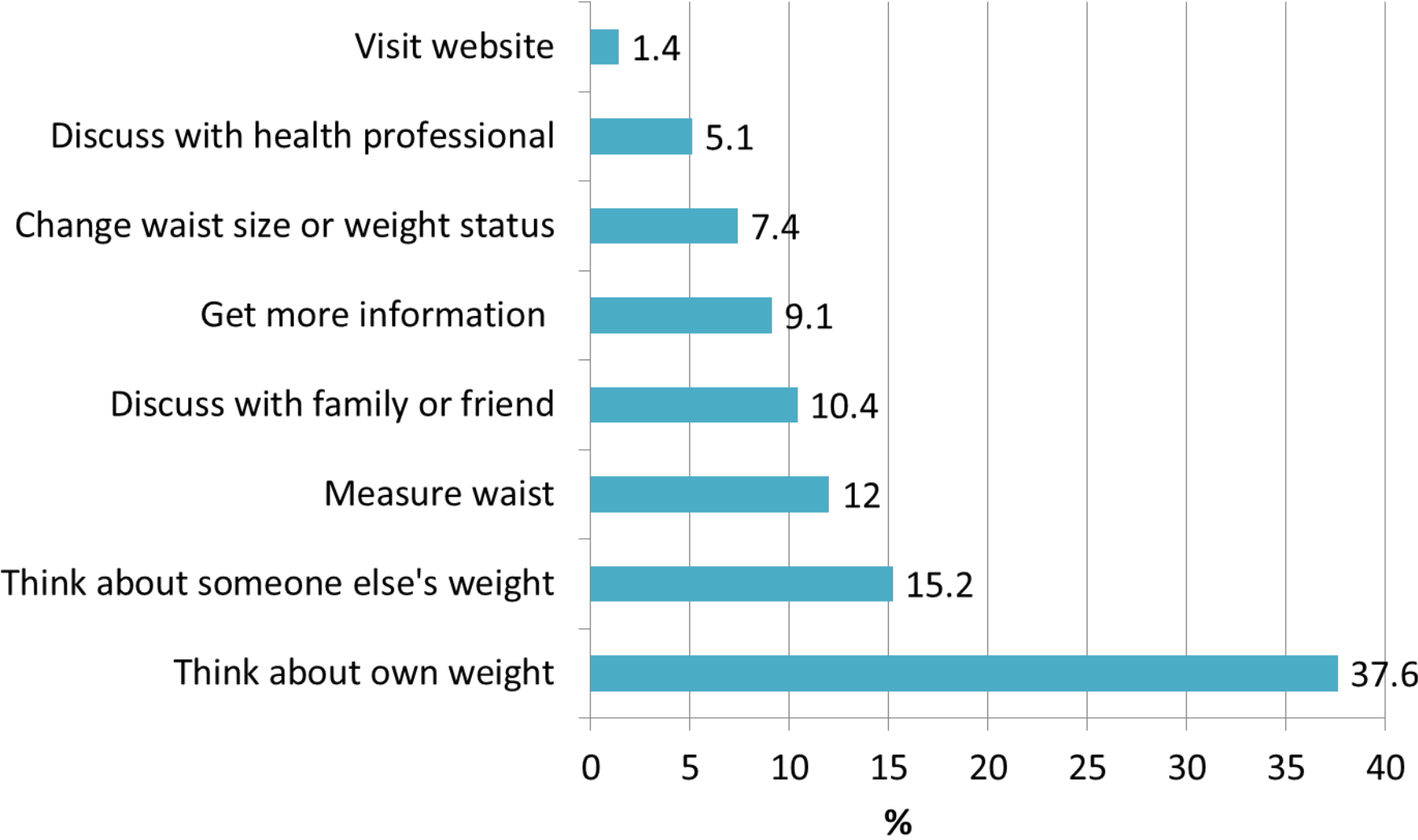
- **Aim:** explore awareness of the *Choose to live better* campaign, and attitudes towards obesity and weight loss
- **Objectives include:**
 - Exploring awareness of weight status and ill health
 - Attitudes towards small lifestyle changes and implementing these
- **Methodology**
 - Face-to-face household survey
 - 1019 individuals
 - Quotas for gender, age, social class and geographical area
 - Height and weight measurements taken (63% o.w./obese)

Campaign exposure and knowledge of weight related issues

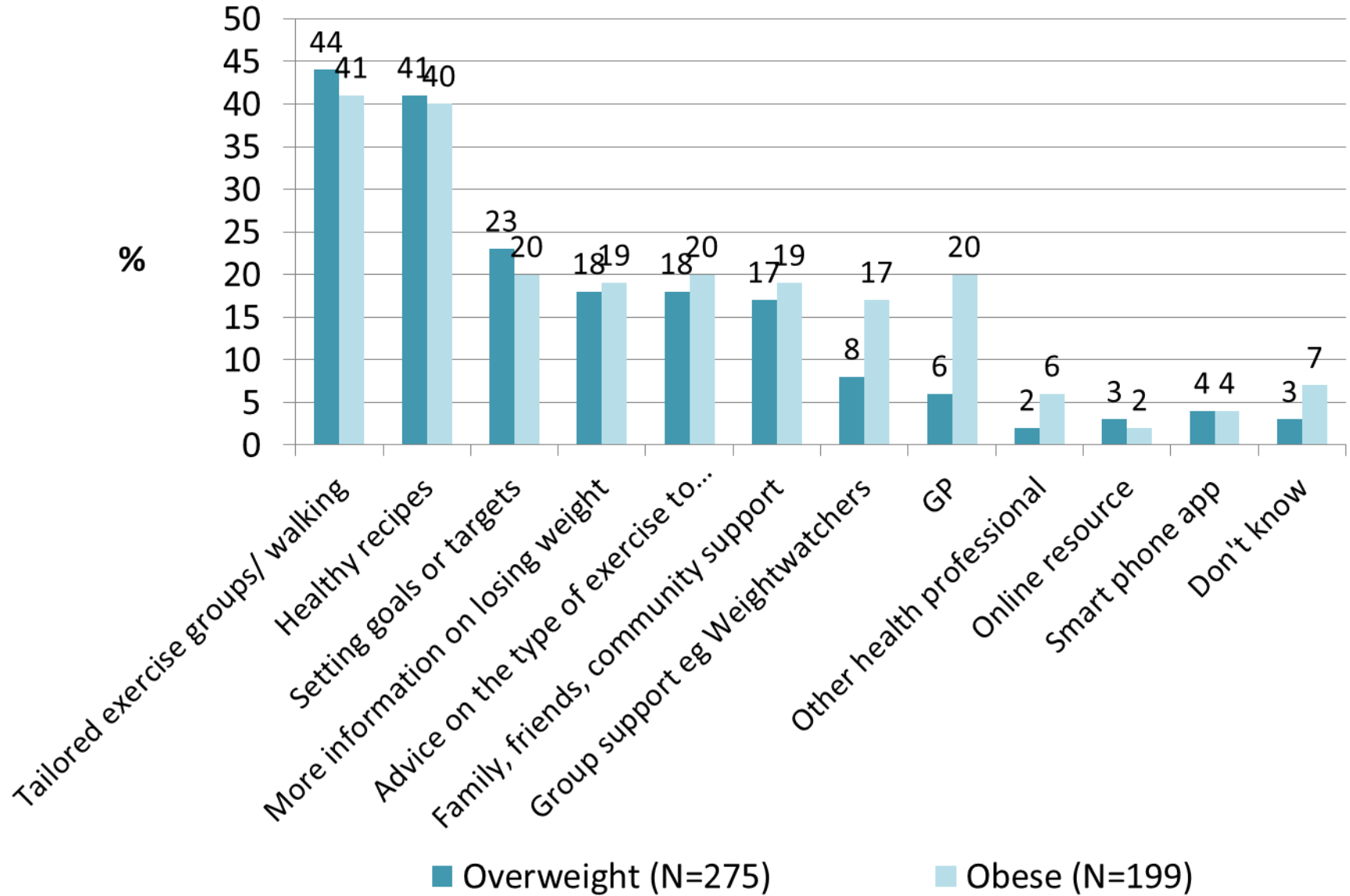
- **89% of sample exposed to *Choose to live better***
- **21.2%** of those exposed knew recommended waist sizes for men (1.8% non-exposed)
- **33.1%** exposed knew recommended female waist sizes (2.6% non-exposed)
- **30.6%** exposed knew prevalence of overweight/ obese in NI (21.9% non-exposed)



Actions arising from exposure to *Choose to live better* (N=886)



Support to aid future weight loss



Conclusions

- Awareness of weight-related issues remains relatively low
- Obesity public information campaigns can work in raising awareness, **but** needs supplemented by tailored and accessible weight loss services

Thanks!

