

It Takes a Country to Tackle Obesity – How the Scottish Government Marketing Team got the whole community to help families Eat Better Feel Better

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Nearly two-thirds of adults and a third of children in Scotland are overweight or obese. A notoriously difficult societal issue to tackle; but one that could not be left unchallenged – our diet and our children's health is far too important. But getting families to change their behaviour when it comes to their diet is no easy task.

Our allies in this challenge were Scotland's mums, the ones often in charge of family meals. Short on time, money and skills, many opted for convenience meals for want of the know-how for a better alternative. Eat Better Feel Better broke down these barriers with a fully integrated campaign that gave them the support and inspiration to make a change, instead of just telling them to be more healthy.

The initiative

The **website** eatbetterfeelbetter.co.uk was our central campaign hub, providing everything from simple recipes, tips and healthy offers to cook-along videos and local community support.

Strategic **partnerships** with the retail and community sectors engaged our audience through money-can't-buy channels. Supermarkets were where we could have greatest effect, directly impacting families at point-of-purchase. Community groups offered an established relationship with our audience. We worked across food retail partners and local community stakeholders to deliver the first government-backed, sustained partnership initiative of its kind in Scotland.

We held **experiential events** at partner supermarkets in more deprived areas, engaged shoppers face-to-face, addressing individual barriers and getting tools and information into their hands and homes. We produced a range of products for change – simple tools and information to provide easy advice and practical help.

Social media harnessed the power of Mum-to-Mum influence. Facebook helped Mums start conversations, driving the sharing of real life tips and advice.

PR used the 'real mums' platform to engage families and communities. Media relations, stakeholder and community engagement delivered mass awareness and on the ground exposure.

Results

57,000 of our target audience took action to Eat Better Feel Better, with 28% claiming to have taken action on healthier eating as a result of the campaign.