

“The use of social marketing to increase the reach and participation of disadvantaged children and families to promote healthy weight in childhood.”

Since promoting voluntary behavior change of a target audience is a crucial element in most public health strategies, social marketing may well be applied in this field. The European Epode network, and the Dutch JOGG (Jongeren op gezond gewicht/Healthy weight for youth) initiative recommend using social marketing with respect to the prevention of overweight among children.

However, there are no rigid evaluations available of the feasibility and effectiveness of the social marketing approach applied to local integrated public health strategies to promote healthy weight in childhood. The aim is to develop, implement and evaluate social marketing techniques to improve the reach of disadvantaged youth and families of local integrated public health strategies to promote healthy weight in childhood. By monitoring several case studies, like the “Enjoy being Fit! Family-approach” in Rotterdam and the “Integrated overweight approach Noordwest” in Utrecht, which both are innovative approaches using social marketing, we propose to create practical tools and formats that may be adapted and applied in other regions nationwide to promote healthy weight in childhood, especially with regard to disadvantaged children and families.

This research is part of the Consortium Integrated Approach Overweight – CIAO. The aim of the consortium is to provide elements of a coherent integrated multisectoral approach towards obesity prevention based on the principles of the EPODE program (Ensemble Prevenons l’Obésité Des Enfants). For more information please visit the CIAO website: www.ciao-onderzoek.nl