

## Cluster 6- plenty of exercise but too many bad foods

### About Cluster 6

Mums are the driving force behind cluster 6 families' active lifestyles, and are often keen joggers and cyclists. Food fuels their high levels of physical activity. They are driven by taste and convenience, and they tend not to exclude foods, probably because they believe they are active enough to burn it off. They are open to ideas about improving their diet and incorporating more exercise into their lives.



**Cluster 6**  
Mums age 17-24  
Affluent  
Married

The typical cluster 6 family is relatively affluent and lives in London or the south-east. Households vary in size, and generally belong to social class C2.

Obesity levels are below average for mothers, fathers and children, although child overweight levels are a cause for concern.

### Children's activity levels

- 92% of parents believe their children are active for an hour a day
- The amount of time spent watching TV and computer gaming is below average at 2.8 hours per day
- Levels of activity are high

### Attitudes

- Concerned with the taste rather than the healthiness of food
- Buy convenience foods
- Enjoy eating out
- Avoid saturated fats and high-salt foods
- Family often does physical activities together

### In their own words...

- 'My husband and son jog to school every morning. We generally eat healthily but sometimes we'll treat ourselves because we know we're burning it off.'

### Awareness of risk and intent to change

90% of parents with an overweight or obese child don't recognise that the child is overweight or obese. The qualitative research concluded that these families have a high awareness of the health risks of poor diet and low levels of activity. They are constantly on the look-out for additional information and new strategies to increase activity levels and improve their family's diet.

## Pre-written promotional messages

### Family Cluster 6

**Key message:** promotes the activity/venue/idea

**Other messages:** quickly addresses barriers and highlights your specific benefits/offer such as 'free' 'taster sessions'

#### Activities

- Looking for new exercise ideas?
- Bursting with new ideas
- Fun fitness for families
- Inspirational ideas
- Let's move
- We've thought of great value activities to do with the kids this summer
- Everyday outdoor adventures

#### Walking

- Walk the walk and talk the talk
- Catch up on the kids' chatter

### All Family Groups

**Key message:** promotes the activity/venue/idea

**Other messages:** quickly addresses barriers and highlights your specific benefits/offer

**Key benefits for families include:** 'fun' 'free' 'togetherness' 'try it out' 'friendly' 'new ideas' 'supportive' 'confidence building'

e.g. Fun, friendly and free – and always something new to see or Kids+outdoors = whole lot of fun for free

- Energy boosts for busy bodies
- We're your biggest supporter
- Games are a family affair
- Sports are a family affair
- Making your own sporting history is easy
- We've got the answer to bored kids
- On your marks, get set GIGGLES
- When it comes to activities we've got it
- Live a Lively Life
- Good feelings last
- Big laughs. Zero boredom
- Bringing it to you
- 'Just being together is fun'
- At the heart of everything
- Fresh air fun
- Fun time
- What's your family favourite?

This communications plan was written by Make Sport Fun

Source **HM Government-** Healthy Weight, Healthy lives: Consumer insight summary

- Your together time
- Activities in all weathers? We've got it covered
- Together time
- Family life requires energy!
- Be a Fresh Air Families
- Adventurers here
- Everybody can play
- Family fitness day
- Cheap and cheerful stuff to do
- Be inspired. 100s of ideas for families
- Family freedom
- After school fun time
- Who's at the top of your family leader board?
- The F factor: family!
- Fun, friendly and free – and always something new to see
- Families of all shapes and sizes having fun here
- Come and have a go together
- Family fun times
- Laughter. The perfect family medicine
- We're supporting your team

## Activities

- Beep beep! It's a bike adventure
- Go flat out with the kids
- Wheely good ideas for the school run