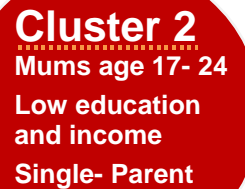


## Cluster 2- lacks the knowledge and parenting skills to improve their family lifestyle

### About Cluster 2

Having had children very young, cluster 2 families lack the experience and resources to develop good parenting strategies. Children are difficult to manage, and tend to dictate their own diet and activity levels. Food can be a battleground. Parents often find it easier to 'give in' and let children have the processed foods and fizzy drinks they want. Children prefer playing indoors on their computers to going outside. Cluster 2 parents want to be 'good' parents, but this does not currently translate into concern about family activities and diet, perhaps due to a lack of knowledge about how to lead a healthier lifestyle and lack of awareness about the consequences of not doing so.



**Cluster 2**  
Mums age 17- 24  
Low education  
and income  
Single- Parent

Typically single-parent households with incomes below £12,500 per year. Most families in the cluster belong to social classes DE. Mothers are usually aged between 17 and 24.

Levels of obesity in all family members are higher than average across the clusters.

### Children's activity levels

- 95% of parents believe that their children are active enough already
- Children spend 3 hours a day watching TV or playing computer games, in line with the cluster average

### Attitudes

- Actively trying to persuade children to eat healthy foods, but find that children are fussy eaters
- Enjoy snacking
- Believe their children prefer to play inside and struggle to get them to play outside
- Believe their children are not confident doing physical activity

### In their own words...

- 'I kind of make it up as I go along; a lot of it is from the way mum brought me up, I don't really know any other way.'
- 'She's a really fussy eater. She'll find any excuse not to eat her dinner and snacks on crap all day...it's just how she is now, I don't think she'll change.'

### Awareness of risk and intent to change

92% of parents with overweight or obese children don't recognise that there is a problem. Qualitative research demonstrated that parents in this cluster were largely unaware of the risks associated with their diet and levels of activity. However, once they understood the issues they were willing to make changes and eager to get the support they felt they needed to help them do so.

## What will work

Increase understanding of risks of current lifestyle and develop parenting skills

## Pre-written promotional messages

### Family Cluster 2

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

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

e.g. Confidence and giggles – FREE!

- Family activities made easy
- Support every step
- Easy and fun
- Fresh air fun
- Kids love games
- Finding out more is always free
- Everyone is welcome
- Confidence and giggles – FREE!
- Play out together
- Street smart street games
- Games – the great confidence builder
- Making great days out for lively families
- When it comes to having fun we mean business
- All sorts of families, all sorts of fun activities

### 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

This communications plan was written by Make Sport Fun  
Source **HM Government-** Healthy Weight, Healthy lives: Consumer insight summary

- Fresh air fun
- Fun time
- What's your family favourite?
- 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