


Cluster 1- lacking time, money and knowledge

About Cluster 1

Life is tough for cluster 1 families; convenience and comfort is everything. Looking after the children is mum's job, but she finds it hard and lacks the confidence to enforce rules. Mum tends to be overweight, and uses diet foods to try to keep her weight down. Money is a worry, and snack foods and the TV are a source of comfort and escape for the whole family. Cluster 1 families think adopting a healthier lifestyle means giving up the few things they enjoy in life. They also believe they don't have time to cook from scratch and that exercise is too expensive. They know their children should be more active and eat more healthily, but making changes seems too hard.



Cluster 1
Mums age 25-34
Low education
and income
Single/ married

Households contain two or three people, and are most likely to fall into social class C2. Typically, levels of both education and income (less than £12,500 per year) are low.

Mothers have the highest obesity levels of any cluster. Fathers' obesity levels are below average, perhaps because many are manual workers. Child obesity levels are lower than the cluster average.

High levels of sedentary behaviour.

Children's activity levels

- 79% of parents report that their children are active for 1 hour a day – the lowest level among the clusters.
- Levels of TV watching and computer gaming are the highest in the clusters, at 3.4 hours a day.

Attitudes

- Would pay to make life easier
- Believe exercise is costly, time-consuming and not enjoyable
- Believe it is not safe for children to play outside

In their own words...

- 'When I'm feeling down, I'll treat myself to a sticky cream cake. I think that's totally normal, as I can't afford to go out and drink.'
- 'We're not like that, you know, like organic types and mums that have the time to cook all day because they don't have to work.'

Awareness of risk and intent to change

High, but fear of being judged and lack of confidence are powerful barriers. 74% of parents with obese or overweight children do not recognise that their children have a problem. Qualitative research found that although families in this cluster had some awareness of the risks inherent in their diet and activity levels, they were also fatalistic and convinced that it would take too much effort to change. The researchers therefore conclude that it would require a lengthy period of engagement and support to change their behaviour and attitudes.

What will work

Build confidence and increase knowledge

Pre-written promotional messages

Family Cluster 1

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. We're here for you! or We're making it easy to get involved with FREE taster sessions & GREAT VALUE family events

- We're making it easy to get involved
- Big shout out for playing out
- Finding out more always free
- Find out why families trust us for fun activities
- Join 1000s of families making the most of fun sessions
- Great value sessions
- Working around you
- On your side
- Our friendly team is here for you
- Support every step
- Fun and laughter guaranteed
- Wheely good ideas for the school run
- Everyone welcome
- Come as you are
- Great value games
- Your friendly and supportive activity team
- Best things in life ARE free

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

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

- 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?
- 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