

Cluster 3- affluent, overweight families who over- indulge in unhealthy foods

About Cluster 3

Cluster 3 families are proud of having 'bettered' themselves. Dad is likely to work in middle management; mum may have a part-time job to earn extra money for luxuries. Their children's educational attainment and material possessions are key priorities. They enjoy food, and believe themselves to be well informed about healthy eating. Although the whole household is likely to be overweight, cluster 3 parents don't recognise the problem. They are often in denial about the healthiness of their children's diets and their true activity levels. Cluster 3 mums in particular are unlikely to encourage their children to exercise because they lack the confidence and motivation to do so themselves.



Cluster 3
Mums age 35-44
Affluent
Married

Cluster 3 families are relatively affluent and typically belong to social class C1, vary in size.

Levels of obesity among parents are above average. Child obesity is the highest in any cluster, at 24.4 per cent.

Children's activity levels

- 95% of parents believe that their children are active for an hour a day.
- Levels of TV watching and computer gaming are low, at 2.6 hours per day.

Attitudes

- Knowledgeable about diet and exercise
- Believe diet and physical activity are key ways to help obese children lose weight
- Enjoy preparing and cooking well-balanced meals
- Believe that the family often undertakes physical activities together
- Don't see cost as a barrier to physical activity
- Self-conscious about exercising in public

In their own words...

- 'I don't go to the gym and I'd never go for a run as I know the curtains would be twitching and everybody would be looking at me.'
- 'I went to the doctor once and he said my daughter was "obese". I thought it was totally ridiculous; I mean, she doesn't even look overweight.'

Awareness of risk and intent to change

91% of parents with an overweight or obese child don't recognise that the child is overweight or obese, and the intention to improve diet or increase levels of activity is below average. Qualitative research concluded that these families were in denial: although they have a high awareness of the risks associated with poor diet and activity levels, they do not see these as relevant to their own situation. Researchers concluded that motivating them to make changes would mean undermining their perceptions about their current diet and activity levels.

This communications plan was written by Make Sport Fun

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

What will work

Encourage recognition of problem and awareness of true exercise

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Pre-written promotional messages

Family Cluster 3

Key message: promotes the activity/venue/idea

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

- Confidence and giggles FREE!
- With our support you can do anything
- Together we can
- Giggles guaranteed
- Come as you are
- New ideas for busy families
- Making great memories
- Inspiration for fun-packed family days
- Playtime makes memories

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?
- Your together time
- Activities in all weathers? We've got it covered
- Together time

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- 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