

Cluster 5- strong parenting skills but need to make changes

About Cluster 5

Cluster 5 parents are great believers in traditional family values and think children should eat what they're given. While this has some benefits – children are not 'allowed' to become fussy eaters – these families are also traditional in their eating habits. They reject the idea of dieting or detoxing, and associate 'health foods' with fanaticism about diet. While barriers to healthy eating are rooted in beliefs, barriers to exercise are more practical. At the same time, cluster 5 families say they would like to be more active.



Cluster 5
Mums age 45-64
or 17-24
Average income
Married/ Single

Social classes are mixed, and incomes are middling.

Levels of adult obesity are above average, while levels of child obesity are slightly below.

Children's activity levels

- 90% of parents believe their children do an hour's activity each day.
- The amount of time spent watching TV or playing computer games is above average at 3.2 hours.

Attitudes

- Believe that children should eat what they're given
- Wary of what they perceive as health 'fads', for example organic food
- Think exercising is too expensive
- Would like the whole family to be more active, but find it hard to persuade children to play outside

In their own words...

- 'We have meat and two veg pretty much every night as it's good food that will fill them up.'
- 'One minute you should be eating blueberries, the next it's something else. I think it's all just hype.'

Awareness of risk and intent to change

Although child obesity levels are relatively low, 92% of parents with an overweight or obese child don't recognise the issue. Research concluded that these families understood the risks associated with their behaviour, but needed greater encouragement to make changes.

What will work

Focus on increasing activity levels

Pre-written promotional messages

Family Cluster 5

Key message: promotes the activity/venue/idea

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

e.g. The Big Boost or Energy, confidence, giggles.....family sessions at X

Activities

- Boredom busting activities
- Serious about being silly!
- Just having fun
- No hype, just fun
- Just 4 Fun
- No gimmicks, just games
- The big boost
- Fresh air fun
- Free outdoor adventure starts here
- Spending time with the ones you love is even more fun
- Join us in the even greater outdoors!
- Great value and great giggles
- Bright ideas for bubbly kids

Swim

- Make a splash with the kids
- Swim4Free

Gym

- Raising expectations!

Walking

- Get the kids to school with a smile – walk
- Left.. right... smile... 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

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

- 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
- 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