

Cluster 4- living healthily

About Cluster 4

Cluster 4 families take food very seriously. They are interested in organic, environmentally-friendly and Fairtrade products, and check labels for additives and E-numbers. They work hard to feed their children healthy food, and successfully limit their consumption of processed foods and carbonated drinks. One of the reasons for their success is that mothers in particular provide a positive role model: they don't eat when bored, or view 'bad' foods as a treat. However, cluster 4 families are also likely to drive their children to school, and children can lack confidence when it comes to physical activity.



Cluster 4
Mums age 45-64
Affluent
Married
Large family

Households consist of five or more people, and belong to social classes AB. Families tend to be affluent.

Mothers and children in cluster 4 are the least likely of all the clusters to be obese. Fathers' levels of obesity are also below average.

Children's activity levels

- 85% of parents believe 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

- Actively encourage children to eat healthily
- Will indulge when eating out, so 'bad' foods are not seen as taboo or a treat
- Mothers are keen exercisers, but believe children aren't confident doing physical activity
- Mothers insist on driving children to school although they would rather walk or cycle

In their own words...

- 'We're both quite foodie, and I seek out specific new recipes that can bring healthy food into the home. My daughter eats what we do, so her diet is very healthy too.'

Awareness of risk and intent to change

Qualitative research concluded that these families already had a high awareness of the health risks of poor diet and low activity levels and were constantly looking for additional information and new strategies to increase activity levels and improve their diet.

What will work

Would learn from successful techniques used by cluster

Pre-written promotional messages

Family Cluster 4

Key message: promotes the activity/venue/idea

Other messages: quickly addresses barriers and highlights your specific benefits/offer and include 'outdoor play' 'free' 'taster sessions'

- Kids love playing outside
- Walking can be an everyday adventure
- Come as you are
- Enjoy the even greater outdoors
- Outdoor adventures in your local park
- Adventures start on the doorstep
- Playing out time. Problem solving time. Confidence building time
- Independence days

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

This communications plan was written by Make Sport Fun

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

- 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