The Behaviour Change Approach to Changing Children’s Eating Habits and Physical Activity

Tracey Anthony
How do we prevent child obesity?

Change children’s eating habits and physical activity
Scientific Requirements for Interventions

• Should make contact with children’s psychology

• Should be evidence based/evaluated

• Should actually change behaviour
  - Consume more F&V and less junk food
Meet the Food Dudes
The Food Dudes 3Rs

- **Role Modelling**
- **Rewards**
- **Repeated tasting**
Whole School Programme

For Children 4 to 11 years old
Overview

Year 1
Full Force (16 Days)

Rest of the Year

Year 2 onwards
Food Dudes Forever

DVD Episodes
Home Chart
Fruit & Veg
Rewards
Parental Involvement
Rewards reduced

Fruit & Veg
Snack Containers
Food Dudes Dining
London Schools

Addressing Health Inequalities

Food Dudes School

Control School

\[\text{NB. Average daily portion weight presented} = 83\text{g of fruit or 60g of vegetables}\]


Walsall Lunchtime Results

% of children consuming fruit, veg and snacks

FRUIT
VEG
SNACKS

Before
After 3 months

Before
After 3 months

Before
After 3 months
Early Years Programme
Results: Vegetables

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<tr>
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<th>Before</th>
<th>After 32 Days</th>
<th>After 3 Months</th>
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<tbody>
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<td>Control Nurseries</td>
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<td>Food Dudes Intervention Nurseries</td>
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Results: Fruit

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<td>Intervention</td>
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Take up

600,000
Number of schoolchildren participating in the Programme

**England**
- Wolverhampton
- Coventry
- Walsall
- Dudley
- Solihull
- Bedfordshire
- Hounslow

**Rest of UK**

**Scotland**
- Grampian

**Wales**
- Denbighshire

**Other countries**

**Ireland**
- All primary schools

**US: Pilot Projects**
- Utah
- California

**Italy: Pilot Projects**
- Milan
- Sicily
Summary Outcomes

• Large and long lasting changes in diet
• Biggest effects with poorest eaters
• Effects generalise from school to home
• Displacement of energy-dense nutrient-poor foods
• Works on large scale and internationally
Awards

World Health Organization
Best Practice Award for Counteracting Obesity

Chief Medical Officer’s Gold Medal Award
Combating Obesity

Public Health Excellence Awards, West Midlands
Partnerships

Society for the Advancement of Behaviour Analysis
Scientific Translation Award

Local Authorities Research + Intelligence Association
Best Use of Health Research
Whole Environment Sustainable Behaviour Change

Primary Schools

Food Dudes: Early Years, Full Force, and Forever

Food Dudes Dining Experience

Curriculum

Special Schools

Oral Care
Cooking Skills
Gardening Skills

Nursery Schools

Food Dudes Physical Activity Programme

Home Based Family Programme

Retail Outlets

Restaurants/Fast Food Outlets
Dynamic Dudes
Build on Momentum & Brand

- 3 years in design
- Children, teachers, parents, wider family
- Schools – Nurseries, Primary & ASN
- Schools, home, wider environment
- Walking, cycling, swimming, integrated transport schemes
- Build on the Olympic Legacy
Objectives

Boost overall activity

Balance

Coordination

Agility

Movement & resilience
Concept

• Role modelling, rewards

• Environments real and virtual

• Monitoring & Assessments

• Multi activity stations

• In partnership with LA schemes, walking, cycling, swimming, integrated transport schemes

• Build on the Olympic Legacy - DudeAthlon
Summary

- World class behaviour change programme in Physical Activity
- Draws on the rapidly growing science of behaviour change
  - Partnership with LAs and other agencies
  - Will work on a large scale and internationally
Thank you

Contact Us

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