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# Promotion of Healthy Weights in the Early Years

*February 23, 2009*

*best start*  
*meilleur départ*

by/par health *nexus* santé



## “Have a Ball” Campaign Best Start Conference

*Nancy McGeachy*

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# Who we are...

## The Best Start Resource Centre:

- Provides information, consultations, resources and training in the areas of maternal health and early child development to service providers
- Is a program of Health Nexus ([www.healthnexus.ca](http://www.healthnexus.ca))
- Is part of the Ontario Health Promotion Resource System (OHPRS) ([www.ohprs.ca](http://www.ohprs.ca))
- Is partly funded by the Ministry of Children and Youth Services



# Services of the Best Start Resource Centre

- **Information sharing**
  - MNCHP Listserv & Bulletin
  - Information requests & networking
- **Resources**
  - Child Development
  - Environmental Health
  - Nutrition
  - Postpartum Mood Disorders
  - Reproductive Health, etc
- **Consultations (on-site, off-site)**
- **Training**
  - Regional Workshops
  - Annual Conference

For info: [www.beststart.org](http://www.beststart.org)



# Purpose of Presentation

- **Provide an overview of the “Have a Ball” campaign**
  - **Media strategy**
  - **Resource Development**
  - **Local initiatives**
  - **Evaluation**

# Campaign Goal

- **Address increasing rates of childhood overweight and obesity**
- **Address increasing rates of screen time**
- **“To improve the healthy growth and development of children aged 2-5 through increased physical activity.”**

# Campaign Objectives

- **Target audience – parents & caregivers of children aged 2-5**
- **Awareness and intention**
- **Increase knowledge about engaging children in unstructured play**
- **Parents & caregivers intend to spend more time being active with their children**
- **Parents & caregivers intend to decrease the amount of time children spend watching screens**

# Campaign Messages



## Have a ball together!

Children need active play to grow and be healthy.  
Less TV and computer time means more time for active play.  
It's fun and easy to be active with children! Run, jump, dance...

[www.haveaballtogether.ca](http://www.haveaballtogether.ca) | [www.avousdejouerensemble.ca](http://www.avousdejouerensemble.ca)



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# French Translation

## À vous de jouer ensemble!

Pour grandir et être en santé, les enfants ont besoin de s'amuser et de bouger.

En passant moins de temps devant la télévision ou l'ordinateur... ils ont plus de temps pour bouger!

Être actif avec les enfants... rien de plus simple! Courez, sautez, dansez...

[www.avousdejouerensemble.ca](http://www.avousdejouerensemble.ca) | [www.haveaballtogether.ca](http://www.haveaballtogether.ca)



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# Campaign Development

- **Messages and strategies were shaped by:**
  - Pre-campaign market survey
  - Literature
  - Advisory Committee
  - Field testing

# Campaign Strategies

- **Mass Media**
- **Mailouts**
- **Local Initiatives**

# Mass Media

- **Transit Ads**
- **Bookmark distribution in libraries**
- **Camera ready ads (TV, radio)**
- **Parenting Magazines**
- **Website**

# Mailout

- **Family Physicians**
  - Market survey indicated parents often seek health information from their family Dr.
  - Poster, brochures
- **OEYC**
  - Poster, brochure, stroller resource, calendar stickers.

# Local Initiatives

- **What resources do you have?**
  - **Financial**
  - **Human**
  - **Other (ex. Partners)**

# Best Start Support

- **Links on our website about how to plan and implement local activities**
- **A range of materials will be available electronically or in print**

# Ideas

- **Connect with your local media**
- **Offer brochures, posters to other providers/organizations**
- **Distribute parent resources**
- **Organize a local launch**

# Pre and Post Campaign Survey

- **Approximately 300 participants**
- **Parents with children aged 2-5**
- **Looking for change in awareness and intention**
  - **Do parents/caregivers know how to be physically active with their child**
  - **Do parents/caregivers intend to spend more time being active with their children**
  - **Do parents/caregivers intend to decrease the amount of time children spend in front of screens**

# Campaign Launch

- **October 2009!**
  
- **Questions?**

# Thank you!

**Best Start: Ontario's Maternal, Newborn  
and Early Child Development Resource Centre**

**Phone: 416-408-2249 or 1-800-397-9767**

**[www.beststart.org](http://www.beststart.org)**

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