

Social Norms Changes for Childhood Obesity

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BCBSNC Foundation

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NCIOM

Task Force on Essentials for Childhood



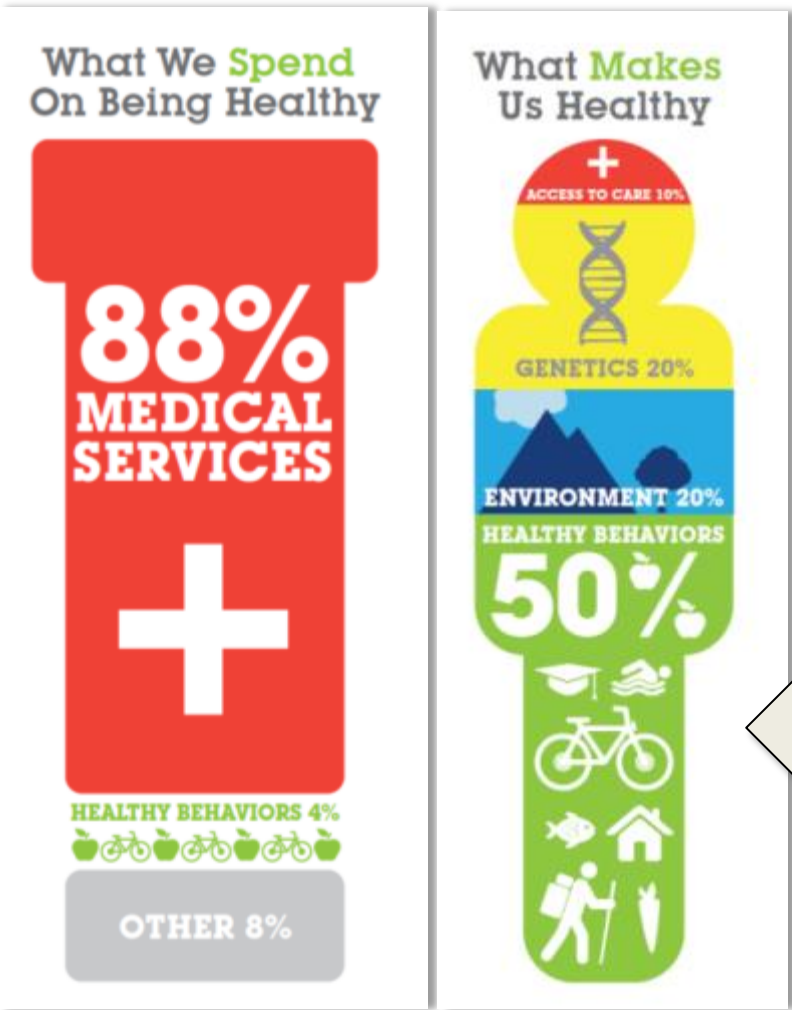
**BlueCross BlueShield
of North Carolina**

Foundation

A perfect opportunity



A perfect opportunity



← Social norms change needed



Tobacco



Times and norms have changed. It took both social and environmental changes to decrease the US adults smoking rate from 42% in 1965 to 18% in 2012.

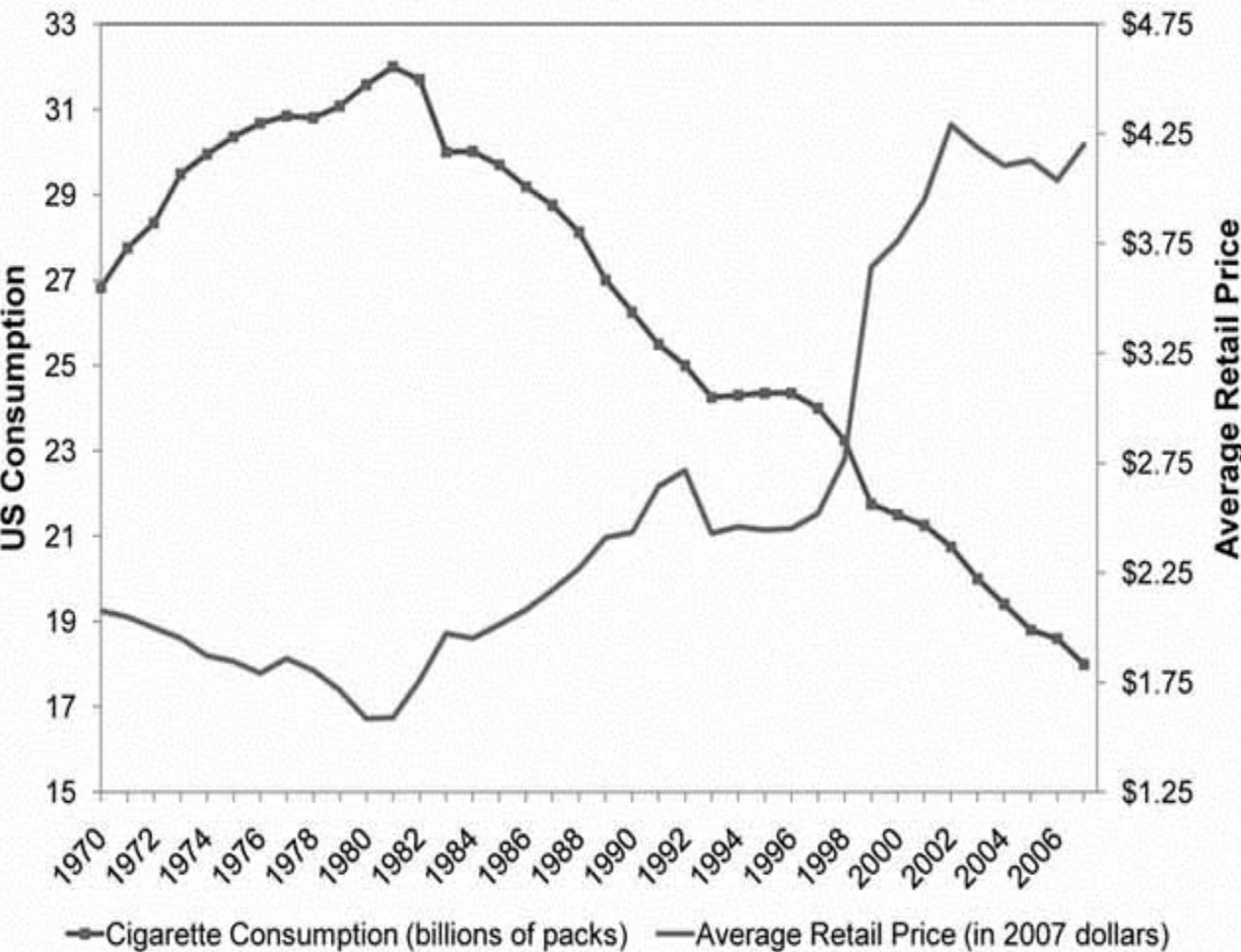


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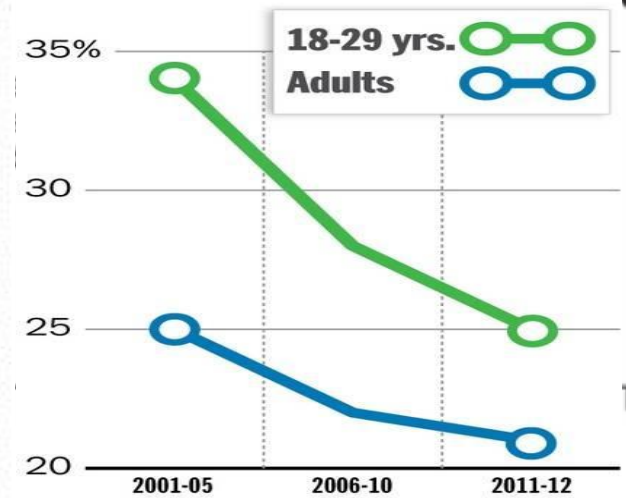
One behavior – one villain

U.S. Cigarette Price vs. Consumption



Smoking on the decline

PERCENT WHO SMOKE CIGARETTES



SOURCE: Gallup DESERET NEWS GRAPHIC

Obesity

Currently, 45 million American adults are smokers, while 78 million adults and almost 13 million youngsters are counted as obese.



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Many behaviors – many villains

Eating
Physical activity
Sleep
Stress
Social determinants of health
Genetics
Environment



It is our environment, economy and lifestyle.



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Communication is not enough



How has advising people to “take the stairs . . .” worked?



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24
HOUR

FITNESS

FITNESS

24
HOUR

EXCLUS
QUALITY EQUIPMENT
BY
KNOXVILLE
FITNESS

WE POINT TO
THE STAIRS

JOIN
US!

POINT LO
HANDICAP
TO UPPER
LOCATED
24 HOUR



Healthy Lifestyle

Individual Motivation

Healthy Community



Successful campaigns



	Pre stage	Phase one	Phase two	Phase three	Phase four	Phase five
Role of marketing	Mobilising the network	Reframing the issue of obesity	Personalising the issue	Rooting behaviours	Inspiring people to change	Supporting people as they change
Sample marketing materials						
Desired out-take	<i>Change4Life is coming – we should be a part of it</i>	<i>This isn't about how my children look; it's about diabetes, cancer and heart disease</i>	<i>This isn't about bad parents or very fat children – it's about my children</i>	<i>I know what to do to reduce my family's risk</i>	<i>I know people like me are changing their lives so I believe it's possible</i>	<i>I can see the difference this is making</i>

Successful campaigns



Successful campaigns



<https://www.youtube.com/watch?v=1gCTX2EfUUu>



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Successful campaigns

Let's groove.

Download the do-groove music and get inspired to move more and eat better at do-groove.com.

Become a do fan on facebook 

 BlueCross BlueShield of Minnesota
an independent member of the Blue Cross and Blue Shield Association

do.



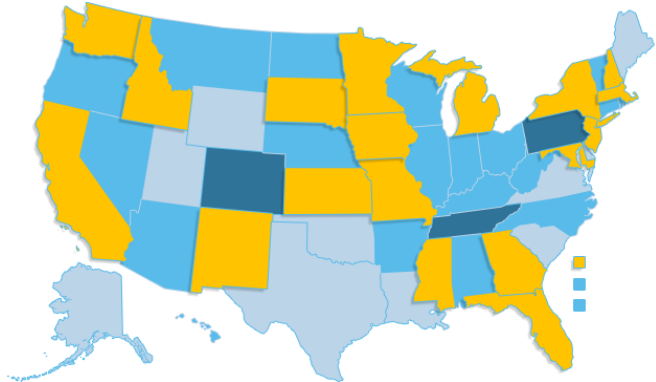
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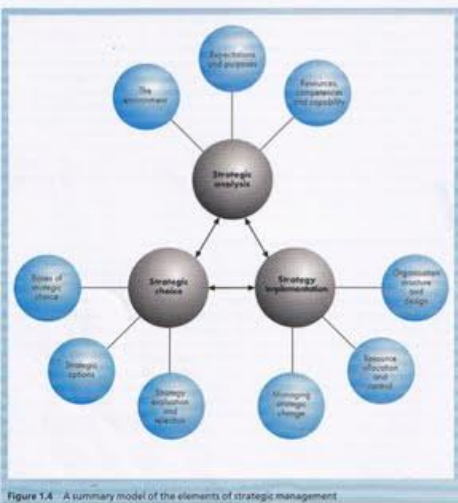
Successful campaigns



Support provided by



Robert Wood Johnson Foundation



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Successful campaigns



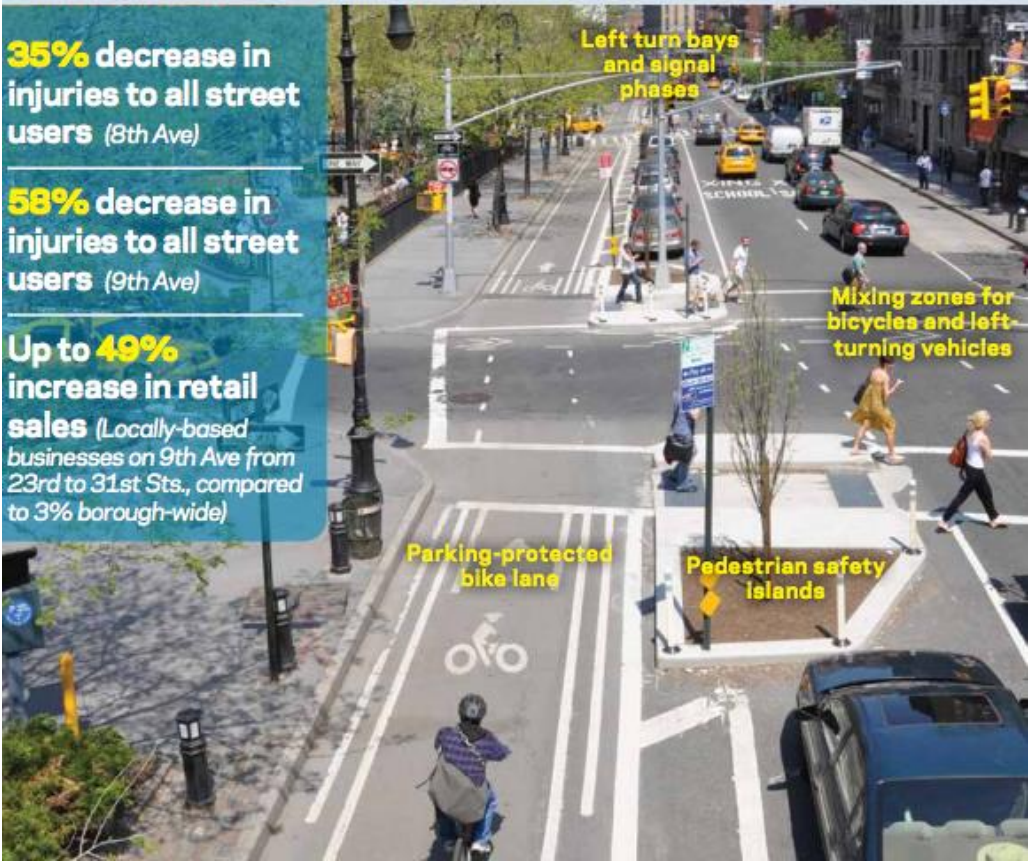
Successful campaigns

First protected bicycle lane in the US:
8th and 9th Avenues (Manhattan)

35% decrease in injuries to all street users (8th Ave)

58% decrease in injuries to all street users (9th Ave)

Up to 49% increase in retail sales (Locally-based businesses on 9th Ave from 23rd to 31st Sts., compared to 3% borough-wide)



Successful campaigns



Shape NC: Healthy Starts for Young Children is a six-year, \$6 million initiative by Blue Cross and Blue Shield of North Carolina Foundation and The North Carolina Partnership for Children, Inc., that increases the number of children starting Kindergarten at a healthy weight.

Shape NC works with child care programs to instill healthy behaviors early on, creating a solid foundation for a healthy life.

IN ITS FIRST THREE YEARS SHAPE NC...

ENGAGED
19 COMMUNITIES

SPANNING
27 COUNTIES

TO REACH
1,000 CHILDREN



ACROSS
NORTH CAROLINA

FOR SHAPE NC KIDS THIS MEANS...



More
Fruits &
Veggies

9% → 40%

Rise in percent of children being provided with beans or lean meats one or more times per day.

34% → 80%

Rise in percent of children being provided with fruit two or more times per day.

32% → 60%

Rise in percent of children being provided with vegetables two or more times per day.



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Successful campaigns

Rise in percent of children being provided with 90 minutes or more of physical activity. 51% → 85%

Number of child care centers made improvement to outdoor learning environments including adding bike paths and vegetable gardens. 19

Staff members at child care centers improved at least one of their own health behaviors, including eating more fruits and vegetables and more physical activity. 74



Over the course of each school year, trends showed the percent of children who reached a healthy weight is gradually improving.

Smart START

BlueCross BlueShield of North Carolina Foundation

www.smartstart.org/shape-nc

An independent licensee of the Blue Cross and Blue Shield Association

Successful campaigns



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Successful campaigns



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