Moving baby’s:
A campaign with nursery rhymes in Flanders

Angela Pintor Luque & Frank van Swalm
Leuven EUSUHM 08/09/2017
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1. The Campaign
Identification of the problem

- **Childhood obesity** and **overweight**: worldwide growing epidemic

- WHO:
  - 2013: > 42 million children < 5 years
  - 2025: if this trend continues: 70 million children

- Childhood obesity: higher risk for obesity, diabetes,... as an adult

- ‘Tracking’ = learn young, learn fair

- Growing evidence for influence of physical activity and sedentary behaviour (beside nutrition)
The Baby Movement
“Moving baby’s are one step ahead”

- Part of Flemish Action plan Nutrition and Movement 2009-2015
- Campaign was launched on 25th March 2014 in Flanders and Brussels
- Wide spread of campaign via media, well baby clinics, gynaecologists, website K&G, partners,…
- Goal: raising awareness of parents and professionals in childcare on the role of movement in prevention of overweight and obesity + supplying simple tools
## Campaign material

<table>
<thead>
<tr>
<th>TV-spot</th>
<th>Posters well baby clinics, childcare, gynaecologist</th>
<th>Floorstickers</th>
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Results of the campaign

Music album

• 12.000 downloads in one month and the album went platinum after one month

• 35.000 copies distributed

# Baby movement

• More than 3000 pictures were posted on the Facebook page of Child & Family.
2. The Study

- Master’s thesis for Master of Science in Health Education and Health Promotion (University of Ghent, 2015)
- **Process evaluation** of the campaign
  1. Needs assessment
  2. Program outcomes and objectives
  3. Theory-based methods and practical strategies
  4. Intervention program
  5. Adoption and implementation
  6. **Evaluation plan**
Why evaluate the campaign?

- 2 types of evaluation for health programs:
  - **outcome evaluation**: were the objectives of the program met?
  - **process evaluation**: was the program carried out as planned?

- Process evaluation using model of Saunders et al. (2005):
  - ‘reach (participation rate)’
  - ‘delivered dose (completeness)’
  - ‘received dose (exposure & satisfaction) ’
  - ‘fidelity’
  - ‘recruitment’

- Were parents with low SES and non-Dutch speaking parents enough reached?
Measurement tools and population

- 2 self report questionnaires (electronically) distributed (Opinio):
  - Primary target group: parents of children < 3 years
  - Secondary target group: team members (nurses and family supporters)
- Distribution: via well baby clinics, intranet (only for team members), website K&G, Facebook-page K&G
- From November 2014 until February 2015
Data-analysis

- SPSS Statistics version 22
- Descriptive statistics:
  - Demographic data (SES)
  - Data per component of process evaluation Saunders et al. (2005)
Results of the study: Parents

- **Sample:** 115 parents (10% non-Dutch speaking parents, 13% low SES)

- **Reach:**
  - 86% of the parents knew the campaign
  - 63% used the recommended tips and tricks
  - 75% of the parents were motivated to exercise more with their babies
  - low SES-group and non-Dutch speaking parents were not enough reached

- **Received dose (satisfaction):** parents were very satisfied about the campaign itself, less about the information they received from the nurse

- **Received dose (exposure):** the parents “received” (or were exposed to) aprox. 25% of all campaign material
Results of the study: team members

- **Sample**: 134 team members
- **Reach**: all the team members knew the campaign
- **Received dose (exposure)**:
  - team members knew about the cd, posters and leaflets
  - Less about the TV spot, floorstickers and #baby movement
- **Received dose (satisfaction)**: team members didn’t feel enough supported to implement correctly, not enough time in contact with parents
- **Delivered dose (completeness)**: not all campaign material was delivered to parents (50%)
Discussion

Recommendations:

• Families with low SES and non-Dutch speaking families must get more involved -> risk population!
• Better information flow from employers (developers of the campaign) to the team members (implementers)
• Involve parents of older children more because of fewer contacts at the consultation (1m, 2m, 3m, 4m, 6m, 9m, 12m, 24m, 30m)

Limitations

• Campaign and questionnaire only in Dutch
Thank you!
Questions?