

Evaluation of a national government-led public health intervention to prevent childhood obesity

Submission date
23/09/2009

Recruitment status
No longer recruiting

☐ Prospectively registered

☐ Protocol

Registration date
03/11/2009

Overall study status
Completed

☐ Statistical analysis plan

☒ Results

Last Edited
04/07/2013

Condition category
Nutritional, Metabolic, Endocrine

☐ Individual participant data

Plain English summary of protocol

Not provided at time of registration

Contact information

Type(s)

Scientific

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Additional identifiers

Protocol serial number

N/A

Study information

Scientific Title

Evaluation of a national social marketing campaign to prevent childhood obesity: a randomised controlled trial

Study objectives

As compared to a no intervention control group, does taking part in a social marketing campaign have positive effects on:

1. Parents' attitudes about children's eating, activity and weight
2. Parents' intentions to change child or family eating and activity behaviours
3. Parents' knowledge about food and physical activity recommendations for children
4. Actual change in child and family eating and activity behaviours (for example, number and type of snacks, sugary drink intake, fruit and vegetable intake, hours in sedentary behaviours)

We will also look at the longer term impact of the campaign, the types of strategies that parents use to encourage the take up of healthy behaviours in their children and how demographic variables (e.g., socioeconomic status [SES] and ethnicity) modify response.

Ethics approval required

Old ethics approval format

Ethics approval(s)

University College London (UCL) Research Ethics Committee approved on the 19th May 2009 (ref: 0793/002)

Study design

Randomised controlled trial

Primary study design

Interventional

Study type(s)

Prevention

Health condition(s) or problem(s) studied

Obesity

Interventions

The study will evaluate a social marketing campaign including a questionnaire with personalised feedback and written materials with accompanying resources. The social marketing campaign has two stages and we will be evaluating the independent impact of each.

Stage 1:

Parents will be recruited (target 4,200) from 40 primary schools in England. All parents of children in years 1 - 6 will be invited to participate. Parents will initially complete a brief baseline questionnaire including demographic information, weight concern and awareness of public health campaigns.

Stage 2:

Parents will be randomised at the school level to either an intervention group (who will receive the first stage of the campaign materials) or a 'usual care' control condition (who will not receive

the campaign materials). All parents will receive a follow up questionnaire after 3 months to assess differences between the two intervention conditions for the variables outlined in the study hypotheses.

Stage 3:

Parents who received the first stage of the campaign materials will be further randomised to either an intervention group (who will receive the second stage of the campaign materials) or a control condition (who will not receive the second stage of the campaign materials). All participating parents will receive a further follow up questionnaire to evaluate the impact of the second stage of the campaign.

Stage 4:

Home-based interviews will be carried out with a subset of families in the control and intervention groups to obtain more detailed information on diet and activity practices and implementation of campaign recommendations.

The intervention periods for both phase 1 and 2 of the campaign is 3 months each, making the total intervention period 6 months.

Intervention Type

Other

Phase

Not Applicable

Primary outcome(s)

Intentions to change and actual change in child's eating and activity behaviours, measured at the end of each of the two intervention periods.

Key secondary outcome(s)

Measured at the end of each of the two intervention periods:

1. Parents' attitudes about children's eating, activity and weight
2. Parents' knowledge about food and physical activity recommendations for children
3. Strategies employed by parents to facilitate change in children's and family's eating and activity behaviours

Completion date

01/01/2011

Eligibility

Key inclusion criteria

All parents of children in years 1 - 6 in participating primary schools

Participant type(s)

Patient

Healthy volunteers allowed

No

Age group

Adult

Sex

All

Key exclusion criteria

Does not meet inclusion criteria

Date of first enrolment

01/06/2009

Date of final enrolment

01/01/2011

Locations

Countries of recruitment

United Kingdom

England

Study participating centre

Health Behaviour Research Centre

London

United Kingdom

WC1E 6BT

Sponsor information

Organisation

Department of Health (UK)

ROR

<https://ror.org/03sbpja79>

Funder(s)

Funder type

Government

Funder Name

Department of Health (UK)

Results and Publications

Individual participant data (IPD) sharing plan

IPD sharing plan summary

Not provided at time of registration

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	results	06/06/2012		Yes	No
Participant information sheet	Participant information sheet	11/11/2025	11/11/2025	No	Yes