

# 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

### Contact name

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### Contact details

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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?
<a href="#">Results article</a>	results	06/06/2012		Yes	No