

‘Loud and Clear!’

A comparative review of the Start for Life and
Little Swaps, Big Changes Public Health Campaigns

February 2024

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Introduction

1.1 This report presents the findings and recommendations from a qualitative analysis of two population health campaigns:

- Little Swaps, Big Changes (LSBG)

This campaign will show the public the simple steps they can take to help them feel better. Recent research revealed that 80% of adults plan to make at least one change to their health and wellbeing. People are looking for support to take practical actions that could make them feel better, so the LSBC campaign provides just that.

- Start for Life (SFL)

This campaign promotes waiting until a baby is around six months old to introduce solid alongside breast milk or infant formula foods. At this stage, they need solid foods as well as, not as a replacement for- their usual breast milk or first infant formula (which is why it's known as complementary feeding). Weaning teaches a baby how to move solid food around their mouth, chew and swallow.

1.2 The aim of both these campaigns was to educate and inform people in order to effect behavioural change in two target demographics.

- People who are overweight
- Parents with children of weaning age (6 - 24 months).

1.3 The NICE Guidance on effecting behavioural change¹ outlines a set of principles that can be used to help people change their behaviour. The recommended action attempts to motivate and support people to:

- Understand the short, medium and longer-term consequences of their health-related behaviours, for themselves and others
- Feel positive about the benefits of health-enhancing behaviours and changing their behaviour
- Plan their changes in terms of easy steps over time
- Recognise how their social contexts and relationships may affect their behaviour, and identify and plan for situations that might undermine the changes they are trying to make
- Plan explicit 'if-then' coping strategies to prevent relapse
- Make a personal commitment to adopt health-enhancing behaviours by setting (and recording) goals to undertake clearly defined behaviours, in particular contexts, over a specified time
- Share their behaviour change goals with others.

¹ <https://www.nice.org.uk/guidance/ph6/chapter/3-Recommendations#delivery-2>

Background & rationale

2.1 In March 2023 the Trustee Board of Healthwatch Manchester (HWM) met to decide upon the priority areas of focus for the year April 2023 - March 2024. The board approved a review of national health campaigns and this was included in the annual work plan for the organisation.

Methodology

3.1 HWM contacted the Sugar Group, based at the Kath Locke Centre in Hulme, to ask the members if they were available to give their opinion and feedback on the LSBC health campaign. This is a diabetic support group with whom we thought would closely identify with the campaigns main message.

3.2 HWM also contacted a leading family support charity HomeStart Manchester to enquire about working with a group of parents in reviewing the SFL campaign.

Little Swaps, Big Changes

3.3 HWM visited the Sugar Group on two separate occasions. We first met the group on 11/09/2023 to discuss the project and inform the group of our work by distributing 'Little Swaps, Big Changes' posters.

3.4 We then followed up with another meeting on the 25/09/2023 to speak with the members individually and hear their feedback regarding the campaigns. In total we spoke with 14 members of the group.

3.5 We used a survey comprising seven open ended questions followed by five statements for which the respondents had a choice of answers; Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree.

Start For Life

3.6 We recruited five parents to review the SFL campaign through Home-Start Manchester. In order to make the interviews as accessible as possible, we conducted the interviews by telephone working around the parents' availability. These interviews were conducted on the 21/02/2024 and the 22/02/2024.

3.7 We also emailed the SFL campaign posters to each person beforehand to ensure they had seen the materials prior to our interviews.

3.8 Similarly to the surveys conducted with the Sugar Group, we asked six open ended questions along with five statements to which respondents had a choice of answers; Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree.

Key Findings

All of the findings are shown in the same order as the survey questions which can be found in the appendix of this document.

Little Swaps, Big Changes

1. The majority of respondents had not seen the campaign advertisements anywhere and thus had not made any healthy food swaps.
2. The majority of the respondents had not seen or heard anything about this campaign within the last three months through social media, an online source or any other form of publicity.
3. The campaign imagery was subject to mixed reviews. Some respondents commended it for being 'multicultural and Inclusive' whilst others bemoaned the lack of information it provided, saying 'What would I say to my pharmacist' in regards to this.
4. Our fourth question asked respondents to give their feedback about the campaign slogan and we received mixed replies. Numerous respondents described it as 'vague'. Some of these respondents did go on to say that they did understand it despite it being brief.
5. Moreover, the majority for respondents felt as though the message on the campaign poster did match up to the imagery.
6. Finally, the majority of respondents felt represented by the imagery used in the campaign, especially the ethnic diversity it showed. However, one respondent did mention that the people in the images didn't look 'stressed out' like the respondent personally felt in regards to dieting.

Findings from the Little Swaps Big Changes Statements

The majority of respondents reported that the ads made them realise that changing their diet could be quick and easy.

There was no clear majority view about whether or not the ads told respondents something they didn't know.

The majority of respondents felt as though the ads made them think they should change their diet.

Most respondents said they liked the slogans and the way the ads were written.

The majority of respondents said they were fed up with seeing those ads like that of the 'Little Swaps, Big Changes' campaign.

Start for Life

1. The majority of respondents had not seen the campaign advertisements. One respondent did say 'if I was a first time mum it would have been an amazing piece of information'.
2. None of the respondents had seen or heard anything about the campaign within the last 3 months in any medium including through social media.
3. All of the respondents gave positive feedback regarding the imagery used and its clarity. One respondent noted that 'with weaning I did struggle with how to start, when and where. I improvised but this would have helped me'.
4. All of the respondents thought the slogan made sense.
5. All of the respondents thought that the messages in the posters matched the imagery.
6. The majority of respondents did feel represented by the imagery used in the campaign in regards to their age, ethnicity or gender.

Additional points raised by respondents:

One respondent suggested the campaign could include information relating to health issues for a child, such as dietary needs, as there was no information regarding food intolerance. She explained that one of the posters referenced giving a child a yogurt however it did not contain information on alternatives if a child cannot eat that food.

A further respondent told HWM that it was hard to follow the wall chart. They noted that as a dyslexic person, they found it hard to understand the wall chart due to its tightly packed information.

Findings from Start for Life Statements

The ads made the majority of respondents realise weaning is easier than they thought.

There was no definite majority opinion on whether or not the ads told respondents something they didn't know.

The ads didn't make the majority of respondents think they should start weaning now.

All of the respondents liked the slogans and the way the ads were written.

None of the respondents reported that they were 'fed up' with seeing this kind of ad.

Conclusion

Neither group of respondents were familiar with either of the campaigns.

The majority of respondents had not seen or heard anything about either the SFL or LSBC campaigns within the last three months.

The SFL campaign attracted more positive feedback from respondents than the LSBC campaign about the imagery used and its clarity.

Similarly, the SFL campaign attracted more positive feedback from respondents about the slogan than the LSBC campaign.

The majority of respondents felt as though the messages in both campaigns matched the imagery.

Similarly, the majority of respondents across both campaigns felt represented by the imagery used in the campaign in regards to their age, ethnicity or gender.

In summary:

The LSBC campaign was neither accessible nor particularly useful.

The SFL campaign was not accessible but found to be useful.

Recommendations

Campaigns need to be tested for the usefulness of their information before distribution.

Campaigns need to be sense checked for their accessibility before distribution.

In order to enable the usefulness and accessibility of campaign materials, this testing and sense checking needs to involve cohorts of the target demographics.

Acknowledgements

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Thank you to the Kath Locke Centre for facilitating the data capturing part of this report.

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Thank you to the Citizens Reading Panel for their work in producing this report.

Appendix

Little Swaps, Big Changes Questions

- Q1. Have you seen any of these ads? If so, have you made any healthy food swaps since?
- Q2. Have you seen or heard anything about the campaign within the last 3 months, this includes websites, social media posts or other forms of publicity?
- Q3. What do you think of the imagery, do you think the imagery is clear?
- Q4. Does the slogan make sense to you? Please explain your answer.
- Q5. Does the message match up to your imagery?
- Q6. Do you feel represented by the imagery used in this campaign, for example your age, ethnicity and gender?

Little Swaps, Big Changes Statements

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The ads made me realise that changing my diet is quick and easy.					
These ads told me something I didn't know.					
These ads made me think I should change my diet now I identify with the people in the ads?					
I liked the slogans and the way the ads were written.					
I'm fed up with seeing these kind of ads.					

Start for Life Questions

- Q1. Have you seen any of these ads? If so, have you made any decisions about weaning since?
- Q2. Have you seen or heard anything about the campaign within the last 3 months, this includes websites, social media posts or other forms of publicity?
- Q3. What do you think of the imagery, do you think the imagery is clear?
- Q4. Do the slogans make sense to you? Please explain your answer.
- Q5. Do the messages match up to the imagery?
- Q6. Do you feel represented by the imagery used in this campaign, for example your age, ethnicity and gender?

Start for Life Statements

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The ads made me realise that weaning is easier than I thought.					
These ads told me something I didn't know.					
These ads made me think I should start weaning now?					
I liked the slogans and the way the ads were written.					
I'm fed up with seeing these kind of ads.					

Little Swaps, Big Changes Imagery



Better Health Let's do this

NHS

Little swaps, big changes

Talk to your pharmacy team today for FREE help and support

nhs.uk/better-health/lose-weight

This advertisement features a pharmacist in a white coat and a woman in a yellow high-visibility vest eating a salad. The background is orange.



NHS

Little swaps, big changes

This advertisement features a man in a teal polo shirt looking up at a tomato falling from above. He is holding a tomato in his hand. The background is light blue.



Better Health Let's do this

NHS

Little swaps, big changes

Talk to your pharmacy team today for FREE help and support

nhs.uk/better-health/lose-weight

This advertisement features a pharmacist in a white coat and a woman in a yellow top holding a plate of food. The background is green.


Start For Life Images

Better Health Start for Life **NHS**

Is my baby ready for weaning?

For all the answers to your weaning questions plus top tips and tasty recipes

Search **Start for Life**



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Better Health Start for Life **NHS**

What should my baby be eating?

For all the answers to your weaning questions plus top tips and tasty recipes

Search **Start for Life**




© Corbis Images/123234, 101

Better Health Start for Life **NHS**

How do I wean safely?

For all the answers to your weaning questions plus top tips and tasty recipes

Search **Start for Life**



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Time to start solid foods?



When should my baby start solid foods?

It's best to wait until your baby is around six months old before you introduce solid foods alongside breast milk or infant formula. This gives your baby time to develop properly so they can cope with solid food.

Breast milk is the best food your baby can have during the first six months. Babies who are not breastfed are more likely to get infections.



How do I know when it's time to wean?

There are three clear signs, which when they appear together from around six months, show that your baby is ready for their first solid foods:

- ✔ Sit up and hold their head steady
- ✔ Use their eyes, hands and mouth so they can look at food, pick it up and put it in their mouth
- ✔ Swallow food rather than push it back out

3 signs mistaken for a baby being ready

- ✘ Chewing fists
- ✘ Waking in the night (more than usual)
- ✘ Wanting extra milk feeds

How much food does my baby need?

In the beginning, your baby will only need a small amount of food each day – so don't worry about how much they eat. The most important thing is trying new foods and flavours and learning to swallow solid food.

They will still be getting most of their energy and nutrients from breast milk or infant formula.



Weaning doesn't have to be confusing. We have the answers to all your questions, plus top tips and tasty recipes to try.

Search **Start for Life**

We're on Facebook and Instagram too and want to hear your weaning tips and stories!

@BetterHealthStartForLife
#StartForLifeWeaning

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Does my baby still need milk?

Breast milk or infant formula should be your baby's main drink until they are 12 months old, and you can carry on with breast milk for as long as you both want.

TIP

"Follow-on" formula isn't suitable for babies under six months, and you don't need to introduce it after six months.

As time goes on and your baby eats more solids, they may naturally want less breast milk or infant formula. Remember your baby's tummy is tiny and fills up quickly – so offer milk feeds after solids.

What if my baby doesn't want to eat?

It may take 10 tries or even more for your baby to get used to new foods, flavours and textures. There will be days when they eat more, some when they eat less, and then days when they reject everything. Don't worry – it's perfectly normal.

TIP

They might make funny faces, but that doesn't mean they don't like it; they're just getting used to new tastes and textures.

Just keep offering a variety of foods – even the ones they don't seem to like – and let them get used to it in their own time.

How much sugar should my baby eat?

Babies don't need sweet or salty snacks or treats. Even baby versions are not necessary. Many shop-bought packaged snacks can be high in sugar and salt.

Avoid things like biscuits, chocolate, sweets and pastries as they have lots of sugar and babies don't need them.

Sweet drinks like squash, fizzy drinks, milkshakes and fruit juice can have lots of sugar too, so avoid these to help prevent tooth decay. Even baby and toddler drinks can be sugary. Your baby doesn't need these.

Offer sips of water from a cup with meals instead.

A simple, step by step guide to starting weaning



What do you need?

High chair Your baby needs to be sitting safely, in an upright position. Never leave them unattended on raised surfaces.

First cup Encourage your baby to sip water from a cup with their meals. This helps them learn to sip and is better for their teeth.

Soft weaning spoons

From around 6 months old

TIP Foods most likely to cause allergies (such as peanuts, eggs, or fish) can be introduced one at a time from around six months. Remember, peanuts should be crushed or ground to avoid choking.

Start with small portions

Solid food just once a day is enough to get healthy weaning on the way.

TIP Your baby may gag at first, as they are learning how to manage the amount of food they can chew and swallow at one time.

Choose single fruit and veg first

You can try mashed, pureed or soft cooked sticks (finger foods) of parsnip, potato, yam, sweet potato, carrot, apple or pear.

Variety is the key to keeping baby happy

Gradually increase the amount and variety of food your baby eats and offer foods from the different food groups.

Food groups

Protein: meat (like chicken or lamb), fish, eggs and pulses (like beans and lentils)

Veg: like broccoli, cauliflower, spinach and carrot

Pasteurised full fat dairy: like unsweetened yoghurt, fromage frais and cheese

Fruit: like bananas, oranges, apples, melon, peaches and plums

Starchy foods: like rice, pasta, noodles, bread, potato and yam

TIP Your baby will still need milk, for nutrients and energy.

Babies love finger food

Try moving on (from pureed) to mashed and finger foods as soon as they're ready. Babies love picking up bits of food and feeding themselves – it's good for developing their hand and eye coordination and learning to bite, chew and swallow.

Keep trying different tastes and textures

Remember, don't give up on foods that they don't seem to like! Keep offering lots of different tastes and textures, including bigger chunks of soft food and a wider variety of finger foods.

TIP Include vegetables that aren't so sweet (like broccoli, cauliflower and spinach). This can help prevent fussy eating.

Now baby needs three meals a day plus milk feeds!

Lunches and dinners can include a main course and a pudding (like fruit or unsweetened yoghurt).

From around 10-12 months

TIP Babies under 12 months don't need snacks. If they are hungry in between meals, offer an extra milk feed.

Eat together to help your baby learn

By now, your baby will have had some good practice learning how to eat! Eat together as often as possible; they learn a lot from watching you.

Start enjoying 3 meals a day

Around 7-9 months, your baby will gradually move towards three meals a day. Keep increasing the amount and variety of food they eat.

From around 7-9 months

12 months +

Peek-a-boo! What can I see? Healthy meals for the whole family!

Better Health has simple recipes for baby that the whole family can enjoy too.

Your baby may now need two healthy snacks in between meals (like fruit and vegetable sticks, toast, bread or plain yoghurt).

TIP Plain water is the best drink at mealtimes. Avoid sugary drinks as these can cause tooth decay.

Ready to drink cows' milk

Your baby can now drink cows' milk. Choose full fat for children under 2 as they need the extra energy.

Carry on breastfeeding for as long as you both want.

Remember

to cut food into sticks, avoid round shapes and firm foods. Firm fruit & vegetables can be softened by cooking.

Check out our recipes and advice for each weaning stage:

search **Start for Life**





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