

LIVELIGHTER

ONE YEAR ON

As a nation, we're the heaviest we've ever been.

Australia is the fifth most obese nation in the developed world. In Western Australia alone, 66.3% of adults are currently overweight or obese and at increased risk of developing serious conditions including heart disease, type 2 diabetes and several types of cancer.

LiveLighter is one of the world's first well researched, public education campaigns generating public debate about the need to reverse the growing rate of obesity. It uses a suite of strategies to encourage Western Australian adults to commit to healthier lifestyles choices – to make changes to what they eat and drink, and to be more active. LiveLighter is funded by the Department of Health WA and run by the National Heart Foundation WA in partnership with the Cancer Council WA.

The primary audience for the campaign is **Western Australian adults aged between 25 and 64 years.**

Being overweight is becoming 'normal'

LiveLighter has been developed to help ease the burden of chronic disease caused by overweight and obesity, poor diet and inactive lifestyles. Most people **want** to be a healthy weight and **know** that healthy eating and physical activity can get them there - **but they aren't doing it.**

This campaign not only helps people understand **what** lifestyle changes they can make but **why** they need to make them now through:

- increasing **awareness** of the link between unhealthy weight and chronic disease;
- increasing the **understanding** of the risks associated with poor lifestyle choices;
- **supporting** the trial, adoption and maintenance of healthy eating, physical activity and healthy weight;
- increasing the level of **public debate** about obesity, chronic disease prevention and healthy lifestyles.

The Approach

LiveLighter boasts a high level of formative research and testing and builds on the learnings and successes of previous programs and campaigns, such as the highly efficacious national tobacco campaign.

LiveLighter uses innovative, hard-hitting strategies to jolt people out of their complacency in being overweight or obese, generate debate and motivate and encourage healthier changes in behaviour through targeted mass media, effective stakeholder relations, sponsorship and branding opportunities and planned advocacy.

The Brand

After extensive testing and research, LiveLighter was selected as the official brand name for the campaign. Results showed that this phrase was not only meaningful in a literal sense, but would work well for nutrition, physical activity and weight-related messages.

The logo also provides a broader message about having a balanced life - being mentally and physically healthy. As such, the brand delivers a direct message while also being something people can engage with on a personal level.



The LiveLighter logo

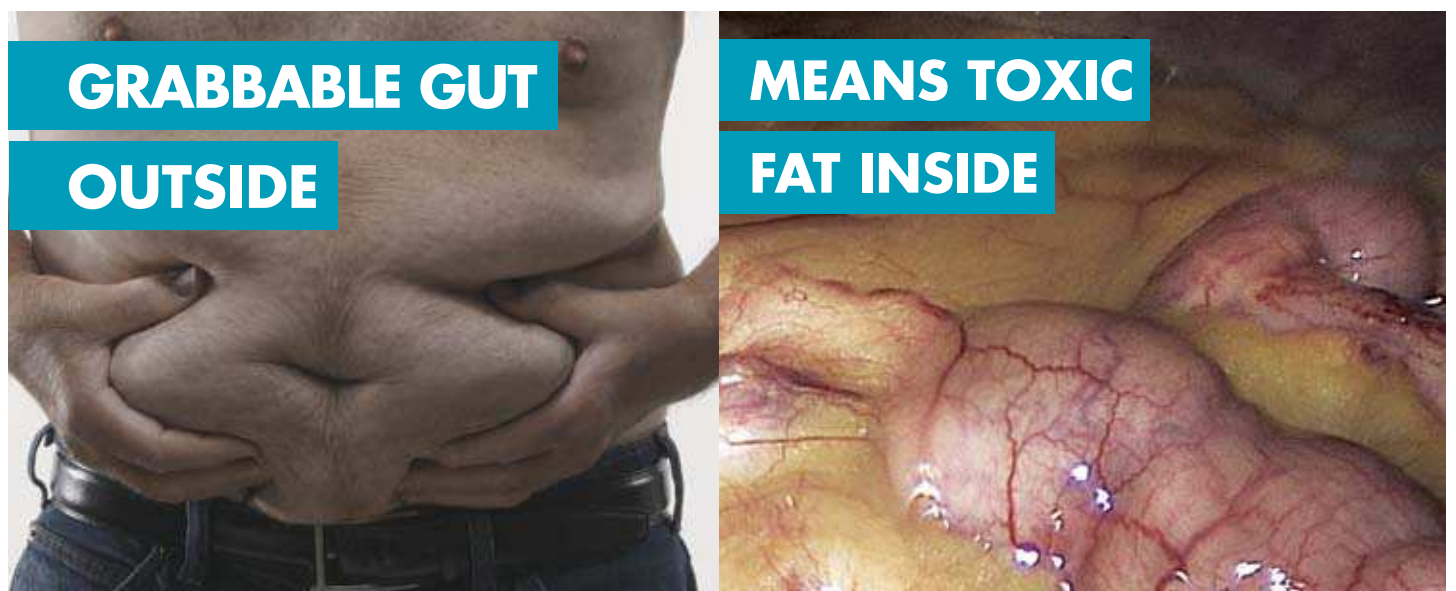
The Creative

The creative approach is graphic and confronting. This is a deliberate effort to raise the sense of urgency around the issue of unhealthy weight and is designed to get people thinking about their daily lifestyle choices.

The advertisements take viewers on a journey inside their own bodies to help them understand the importance of leading a healthy lifestyle – and the consequences of the unhealthy choices they make.

Seven television commercials show the dangers of being overweight in new, insightful ways that are both enlightening (“Now I see what all the fuss is about”) and alarming (“I can’t bear to think of that happening to me”). The advertisements clearly explain the strong links between being overweight or obese and an increased risk of developing serious diseases including heart disease, type 2 diabetes and some cancers.

The 30 second hero advertisements (‘Leftover pizza’ and ‘Sugary Drinks’) explain that when you eat and drink too much “and aren’t as active as you should be, fat doesn’t just build up around your waist, toxic fat also builds up around your vital organs.”



The other advertisements complement this message by showing the viewer a number of simple ways to make healthier choices – such as walking to the shop, avoiding unhealthy snacks and sugary drinks and taking the stairs instead of the escalator.



15 second TVC – Walk to the shops

The Media Campaign

In LiveLighter's first year, there were multiple waves of media activity with placements on TV, radio, newspapers, magazines, cinema and online as well as an outdoor billboard and adshel advertisements at bus shelters.

From July 2013, LiveLighter will follow the success of previous placements as well as adding a stronger focus on the digital landscape and a more targeted approach with advertisements being tailored for the time of day on radio and animated advertisements through workplace lifts and lobbies. Cinema advertising will also see the new addition of a 3D advertisement, one of the first for public education campaigns in WA.

Other Activities

Public relations and social media are an essential aspect of LiveLighter. The LiveLighter advertisements have been viewed around the world over 290,000 times on YouTube and with growing numbers of fans and followers on Facebook and Twitter; social media has been a successful way of engaging and interacting with the public and other health professionals.

Most public exchanges with advertising refer people back to the LiveLighter website (www.livelighter.com.au), which hosts a wealth of information including resources, recipes, the free LiveLighter Meal and Activity Planner and access to the Brand Partner Program. Advocacy initiatives are promoted such as the 'Junkfreesport' petition and there are also stories from champions who have committed to long term healthy changes to their lifestyles as a result of the LiveLighter campaign.



The Impact

LiveLighter engages Australia's leading experts to design and analyse data that determines:

- adults' recall and engagement with the campaign message;
- changes in lifestyle, including dietary and physical activity behaviour and intentions that are due to the campaign.

In the first phase of the campaign, the Survey Research Centre at Edith Cowan University conducted over 6000 surveys in WA (campaign state) and Victoria (comparison state). The Centre for Behavioural Research in Cancer (VIC) then analysed the data.

Key results from the first six months:

- Recall of the campaign was maintained at a high level from the first to the second post-campaign study phase making it one of the strongest obesity-related campaigns in Australia.
- Overweight and obese adults were significantly more likely to recall the campaign than those of a healthy weight.
- Overweight adults were significantly more likely than those of a healthy weight to recognise the relevance of the main campaign ad suggesting it resonated with the target group.
- There was a significant increase in intentions to engage in recommended levels of physical activity in the immediate term in the campaign state which was not seen in the comparison state, suggesting this is attributable to the campaign.
- A sub study of adolescents was also conducted to evaluate awareness of the campaign among this age group and any unintended consequences of the campaign. The evaluation shows no signs of unintended consequences for this age group.

Without doubt, LiveLighter has had a successful first year in terms of raising awareness about the rising levels of obesity in WA; making an impact on healthy attitudes and behaviours and generating debate about the health issues associated with being an unhealthy weight. However, despite the success so far, there is no room for complacency in preventing obesity. We know that public health campaigns on their own cannot deliver sustained changes. Together with support from the government we need support from the community to ensure fresh, healthy food and drink is the easy choice everyday. Most of all we need everyone to continue raising awareness about the consequences of being overweight and what we can do to start living a healthier life and building a healthier future for West Australians.

Join us to help WA, LiveLighter today!

For more information

We welcome your queries, suggestions and feedback. The LiveLighter website contains a wealth of information about the campaign. If you wish to contact the team directly, you can:

Email livelighter@heartfoundation.org.au

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