



# Convenience Advertising



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RESEARCH



Department of  
Health



## 'Start With' Street Activation Report

Evaluation of the effectiveness for footpath decals

December 2013

# EXECUTIVE SUMMARY

## KEY FINDINGS

Street-intercept surveys with residents in Dandenong and Eaglehawk were conducted to determine awareness, perceptions, and effectiveness of environmental prompt footpath decals that were included as part of the Victorian Department of Health 'Start With' campaign. Decals in Dandenong were designed to encourage increased consumption of vegetables, whereas the decals located in Eaglehawk (a northern suburb of Bendigo) were designed to increase engagement in moderate physical activity and walking.

In Dandenong, 137 surveys were conducted several weeks after the decals were put in place. In Eaglehawk, 155 surveys were conducted.

Unprompted awareness of the decals was low in Dandenong. Only 12 out of 137 people in Dandenong (9%) could recall seeing the decals and, of these, only 8 people could remember what the decals looked like. In Eaglehawk, however, unprompted awareness of the decals was significantly higher; 63% of respondents could recall seeing the decals. This difference may, in part, be due to the fact that respondents in Eaglehawk were typically already engaged in the promoted behaviour (i.e., walking) at the time of seeing the decals, thus potentially making them more receptive to the messages. Additionally, the decals in Eaglehawk were typically larger than some of those on display in Dandenong.

In Dandenong, the majority of respondents thought they were already consuming enough vegetables and that it is 'very important' to consume vegetables each day. That being said, however, most of the respondents (79%) in Dandenong were not meeting the recommended minimum of five serves of vegetables per day.

In Eaglehawk, the majority of respondents thought that they were already engaging enough moderate physical activity and walking, and that it is 'very important' to engage in enough moderate physical activity each day. When asked about the time they had spent engaged in moderate physical activity during the past 7 days, 80% of respondents reported times equal to or exceed the recommended weekly minimum of 150 minutes. However, anecdotal feedback from the interviewers suggests that respondents often included activities in their estimations that would be unlikely to be considered moderate physical activity (e.g., waiting on tables).

Perceptions of the advertisements were varied. In Dandenong, approximately half of the respondents said that the advertisements make them want to buy more vegetables 'a lot' or 'a little', and make them want to eat more vegetables. Sixty-two percent thought the advertisements make vegetables look tasty and easy to prepare.

Perceptions of the decals in Eaglehawk were somewhat different to those in Dandenong. Only 37% said that the decals motivated them to engage in more physical activity, compared to 57% of Dandenong residents being motivated to eat more vegetables. Encouragingly, the majority of respondents in Eaglehawk thought that the decals made walking seem easy to achieve and fun.

In both Dandenong and Eaglehawk, unprompted awareness of the Healthy Together brand was low (0% and 2%, respectively). Prompted awareness of the brand was 8% in Dandenong and 9% in Eaglehawk.

In future, it is recommended that the size of the 'vegetable plate' decals be larger, and that decals promoting walking be placed in locations that would encourage people who would not necessarily already be engaging in sufficient walking (e.g., in car parks), so as to minimise "preaching to the converted".



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## BACKGROUND TO THE RESEARCH

METHODOLOGY AND RESEARCH DESIGN



# BACKGROUND TO THE PROJECT



## INTRODUCTION

Over the last few decades, rates of overweight and obesity in Australia (and many other countries) have increased dramatically. To help slow the growth of lifestyle-related chronic diseases in Australia, such as those associated with obesity, the Commonwealth Government has allocated funding over four years (2011-2015) through the National Partnership Agreement on Preventive Health (NPAPH). As part of Victoria's implementation of the NPAPH, 12 local prevention areas (called Healthy Together Communities, or HTC) were provided with funding to develop tailored social marketing interventions. To complement local social marketing activity, each HTC was also provided with either physical activity or vegetable consumption marketing materials for the 'Start with' campaign developed by the Department of Health.

In addition to these materials, two HTC (Healthy Together Dandenong and Healthy Together Bendigo) also received environmental prompts for their promoted behaviour in the form of footpath decals. Decals in Dandenong were mainly located near the railway station and in Palm Plaza, and focused on increasing vegetable consumption. Decals in the Bendigo Healthy Together community were located in Eaglehawk and focused on increasing moderate physical activity.

The purpose of this report is to evaluate awareness, perceptions, effectiveness of the decals. Images of the decals are also included in this report.



## METHODOLOGY

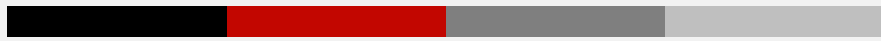
To measure awareness, perceptions, and effectiveness of the decals in each area, street-intercept surveys were conducted with local residents. Interviewers were located near, but not on top of decals. Respondents were approached to participate in the research if they had just walked near a decal.

Potential respondents were approached with the following survey script: *“Hi, I’m conducting a 3-minute survey about some advertising in Dandenong/Eaglehawk. Do you have a moment to give me your feedback?” (If they expressed interest) “Thanks! I’m XXXX from Empirica Research. I’m going to ask you a few questions first and then show you some ads.”*

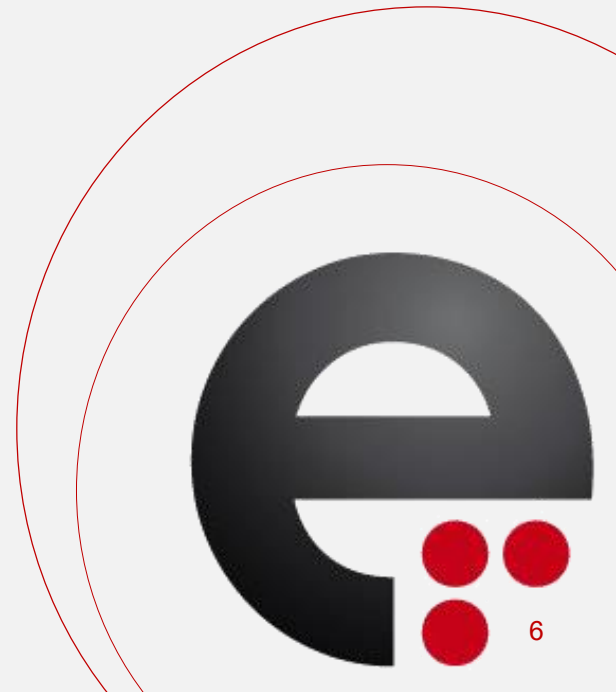
Surveys were conducted a few months after the decals were put in place; surveys in Dandenong were conducted on the 28<sup>th</sup> of October 2013, and surveys in Eaglehawk were conducted on the 18<sup>th</sup> of November 2013.



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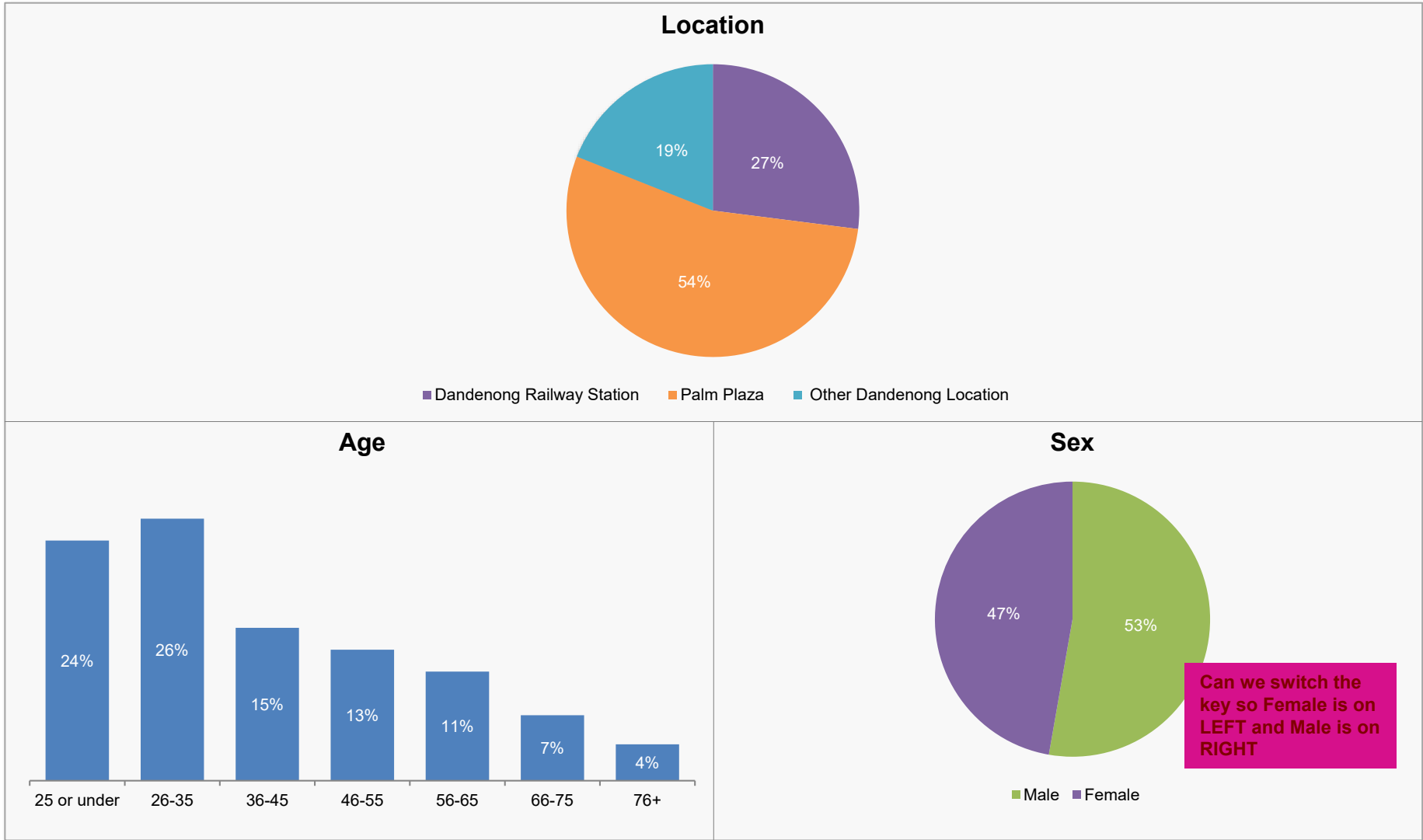


## RESPONDENT DEMOGRAPHICS



# DANDENONG

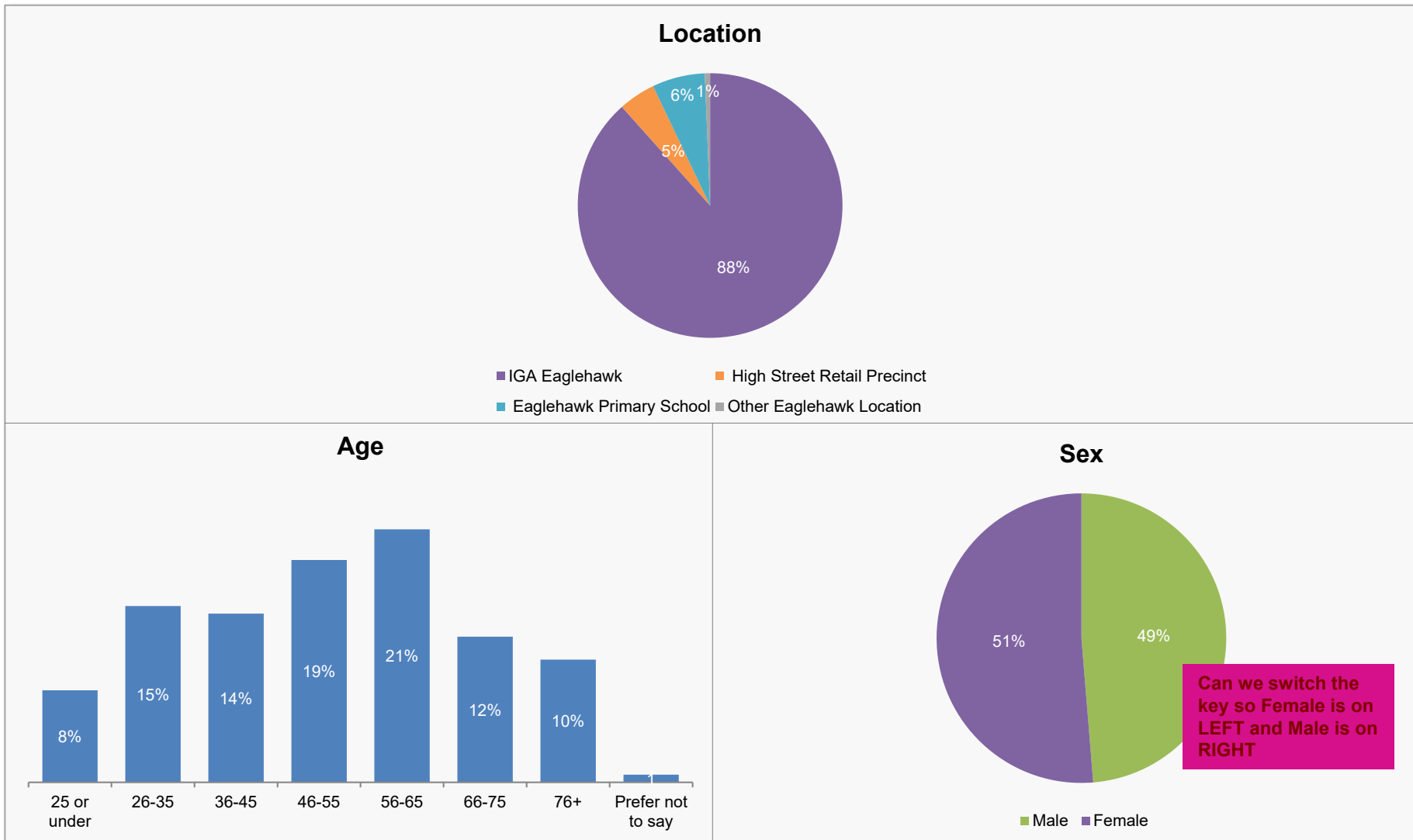
A total of 137 respondents were surveyed in Dandenong. Just over half of these were surveyed in Palm Plaza and there were slightly more females than males.





## EAGLEHAWK

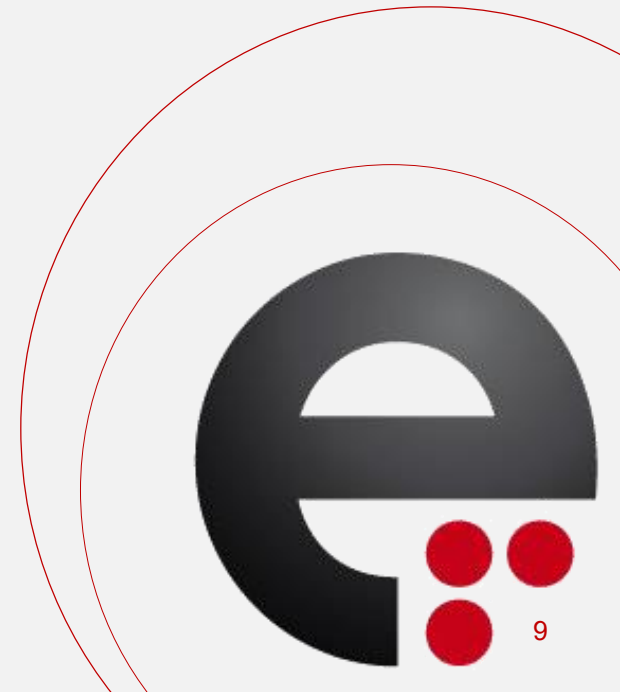
A total of 155 respondents were surveyed in Eaglehawk. The majority were surveyed near the IGA supermarket. The proportions of male and female respondents were similar. On average, Eaglehawk respondents were older than Dandenong respondents.



A horizontal bar composed of four segments: black, red, grey, and light grey.

## DANDENONG

DETAILED BREAKDOWN OF RESULTS



# ENVIRONMENTAL PROMPTS

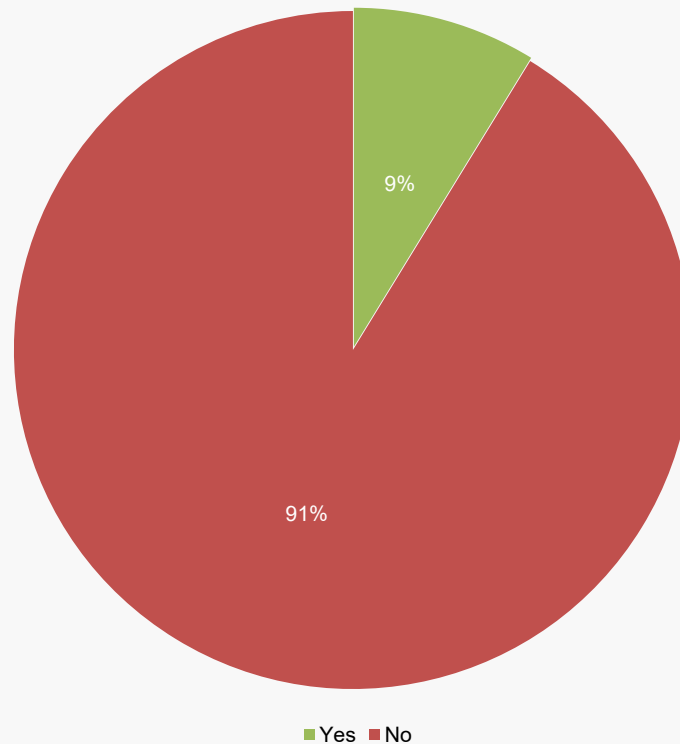
Environmental prompt decals in Dandenong were designed to encourage increased vegetables consumption. There were two types of decals: the “Brighten up your basket” decals showing a shopping basket full of vegetables, and the “Brighten up your plate” decals showing different meals containing vegetables.



## DANDENONG

Unprompted awareness of decals in Dandenong was low, despite being told that the advertisements were large stickers on the footpaths. Less than 1 in 10 respondents could remember seeing the decals. Of the 12 people who could recall the decals, 8 reported that they could not remember what they looked like. The remaining 4 respondents reported that the decals were: blue, a shopping basket, a plate, and/or vegetables. The perceived main messages of the decals among these 4 respondents were: eat/cook more vegetables, eat healthy, health promotion, and eat colours. None of the 4 respondents had thought more about purchasing more vegetables since seeing the decals, and only 1 had maybe thought more about eating more vegetables.

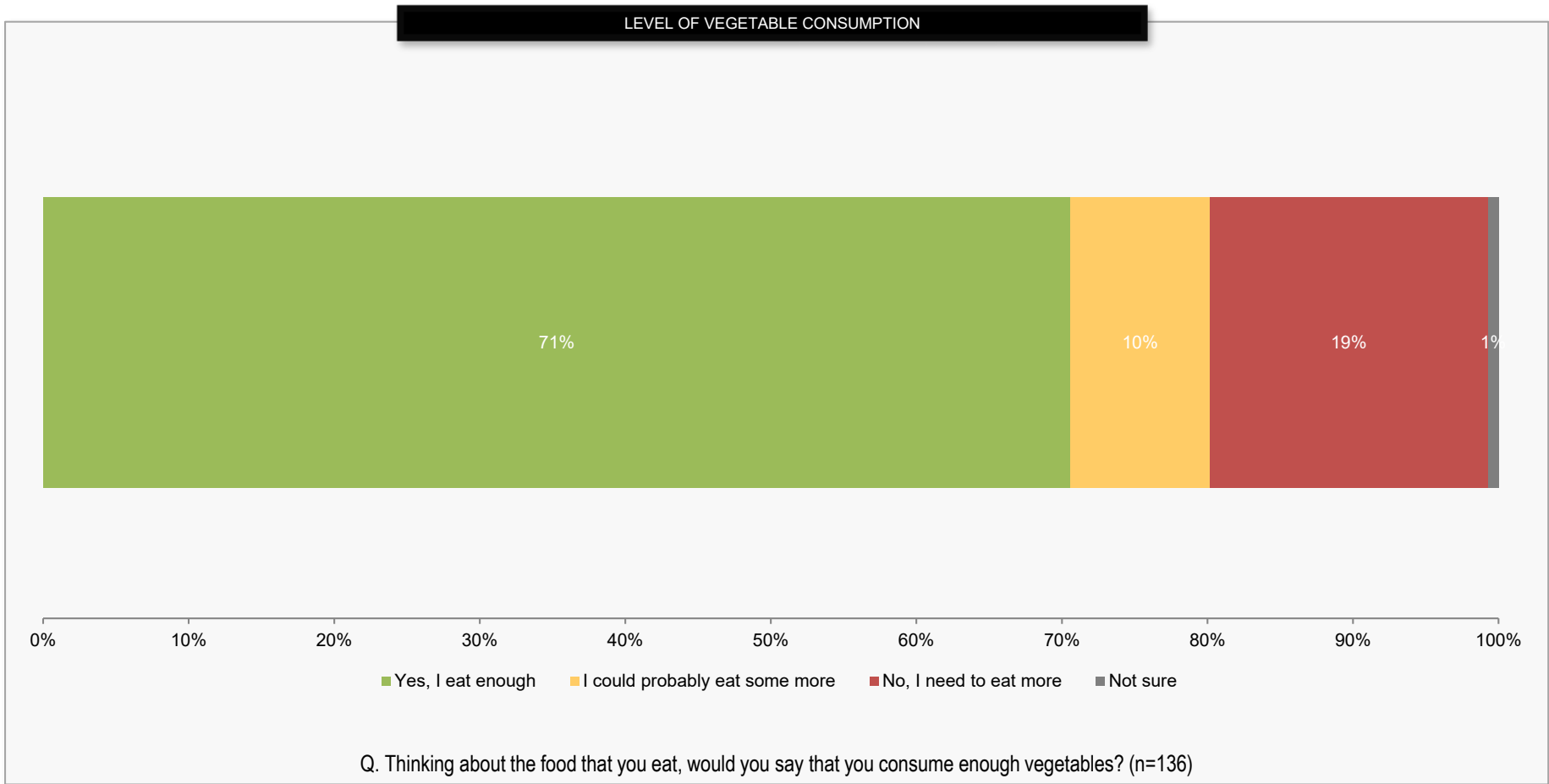
UNPROMPTED AWARENESS OF DECALS



Q. During the last few weeks, have you noticed any advertisements on the footpaths around Dandenong? They look like large stickers. (n=137)

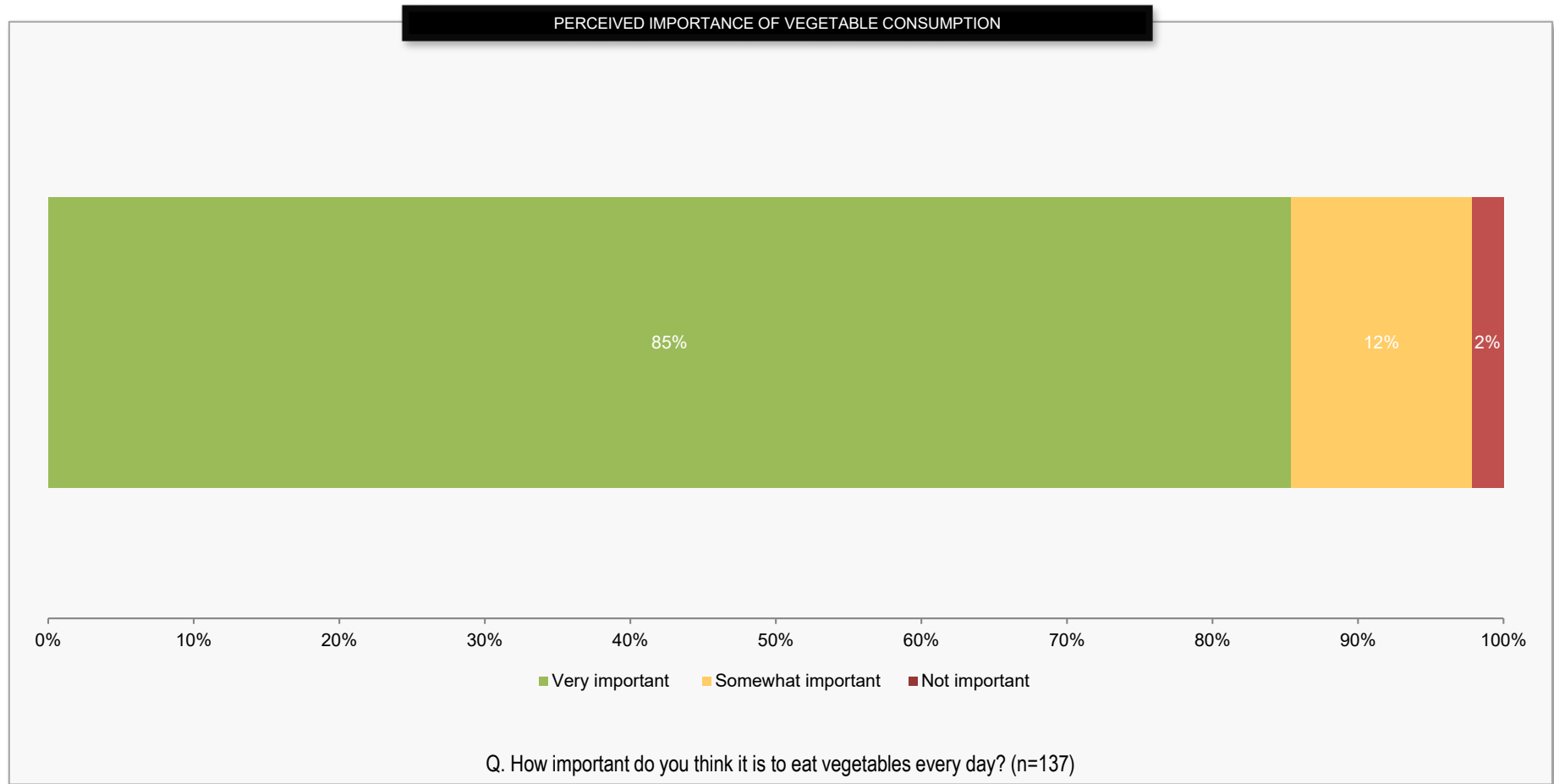
## DANDENONG

Before explaining what the recommended minimum number of serves of vegetables are per day, respondents were asked if they thought they consumed enough vegetables. Surprisingly, almost 3 out of 4 thought that they consume enough vegetables.



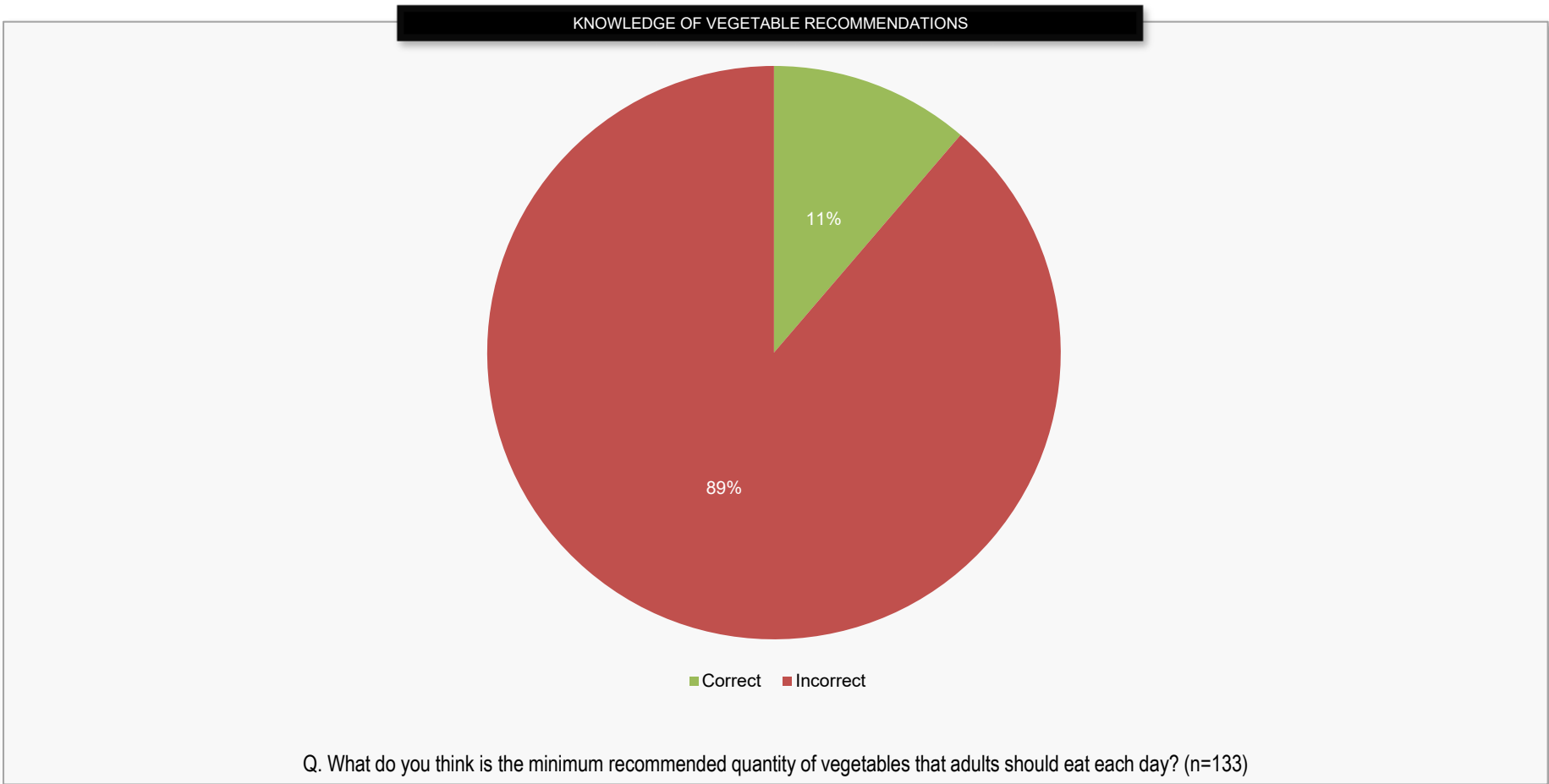
## DANDENONG

The majority of respondents (85%) thoughts that it is very important to consume vegetables every day. Only 3 respondents did not think that it is important to consume vegetables every day.



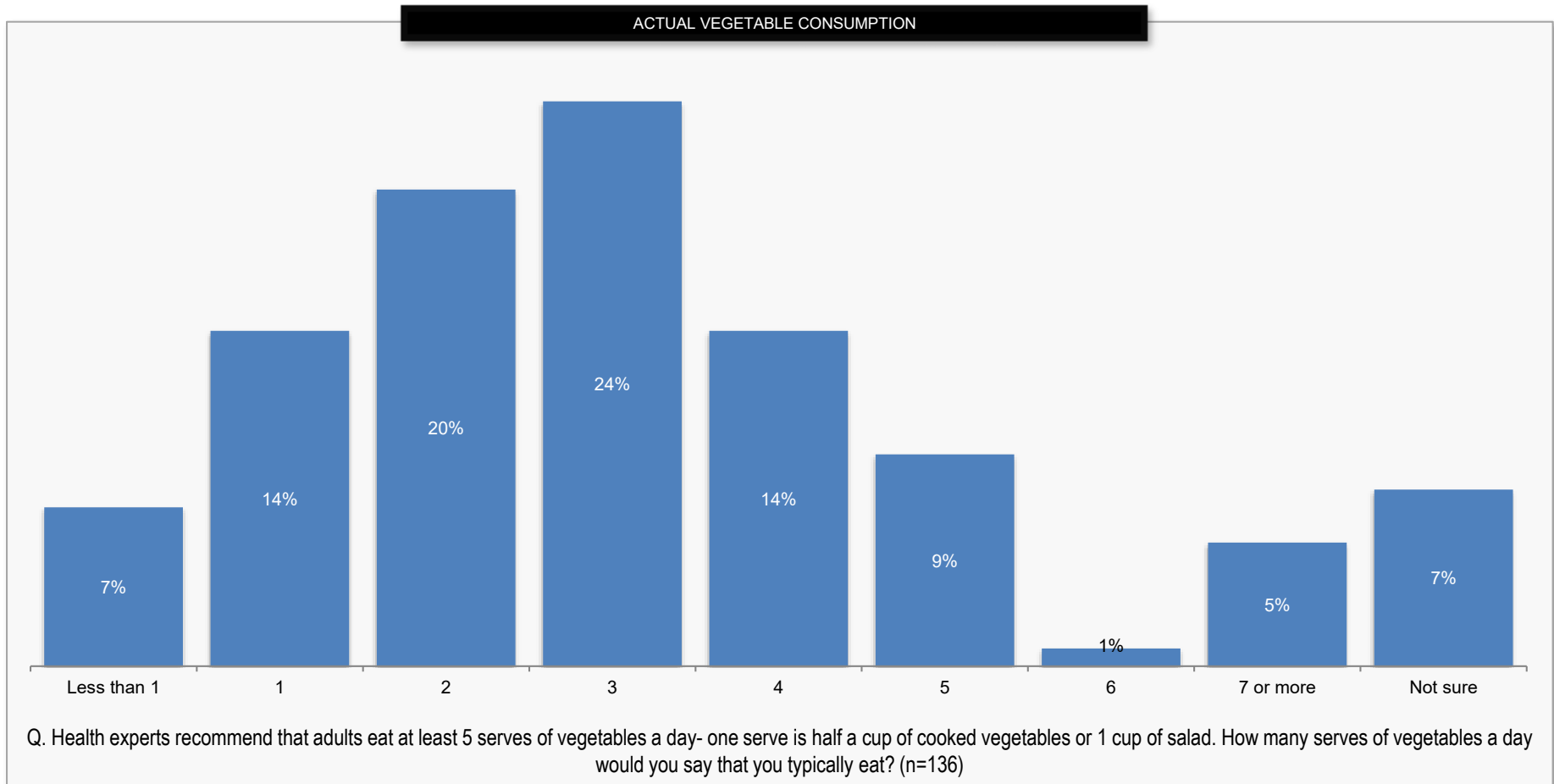
## DANDENONG

When asked what is the minimum recommended quantity of vegetables that adults should consume each day, the majority of respondents provided an answer that was incorrect. Only 11% (n=15) knew the correct answer of 'at least 5 serve' and could correctly define what a serve is. Most of the respondents who provided incorrect answers, gave responses that were equivalent to less than 5 serves per day.



## DANDENONG

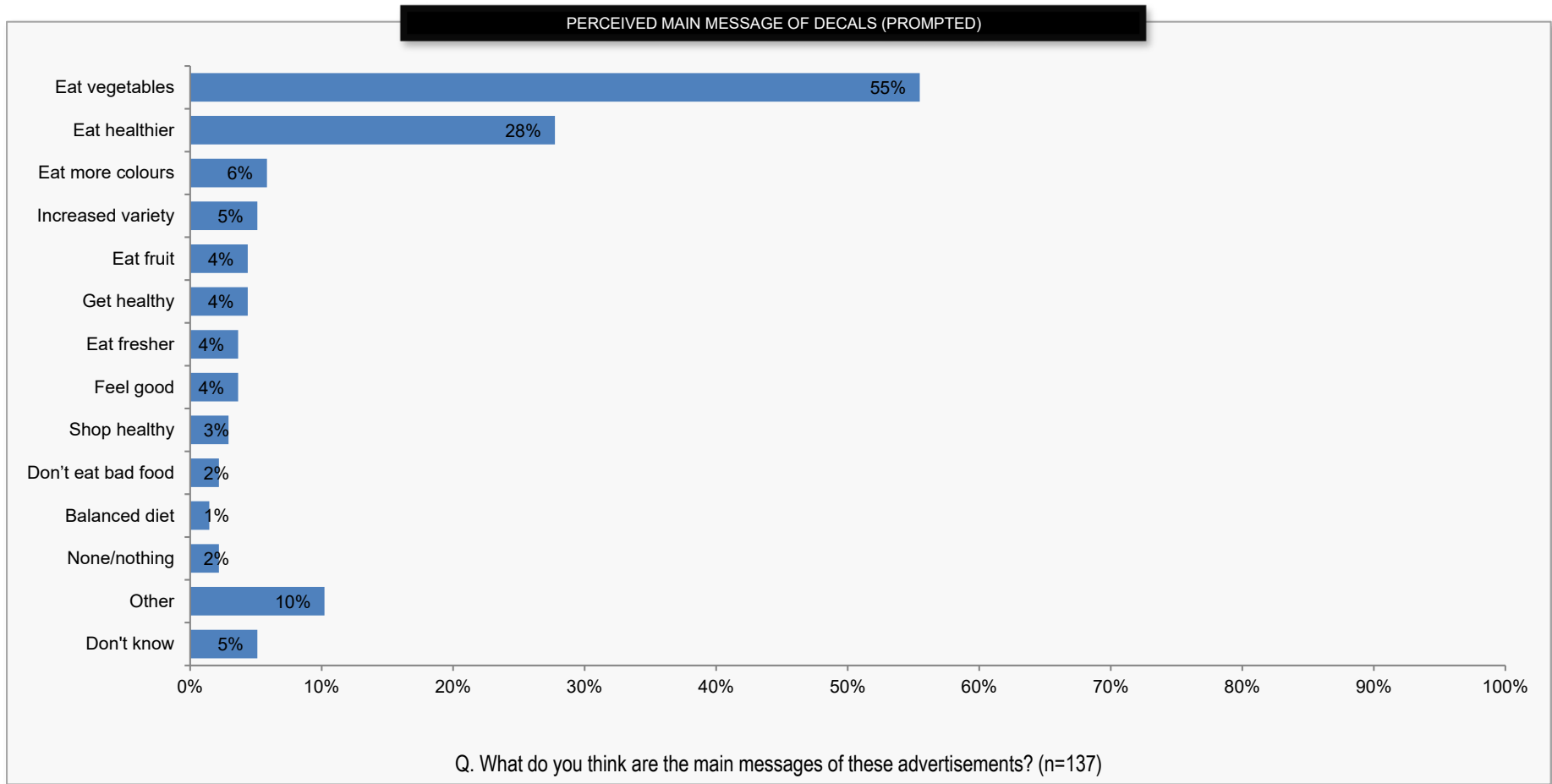
Respondents were told that health experts recommend adults eat at least 5 serves of vegetables per day – one serve being half a cup of cooked vegetables or 1 cup of salad. They were then asked how many serves they typically eat each day. Despite 71% previously saying that they consume enough vegetables, 79% did not actually meet the minimum recommended quantity of vegetables per day.





## DANDENONG

Respondents were shown images of the decals on a clipboard and given a moment to read them. When asked what they thought were the main messages of the advertisements, more than half responded 'eat vegetables'/'eat more vegetables'. 'Eat healthier' was a response provide by 28% of respondents.

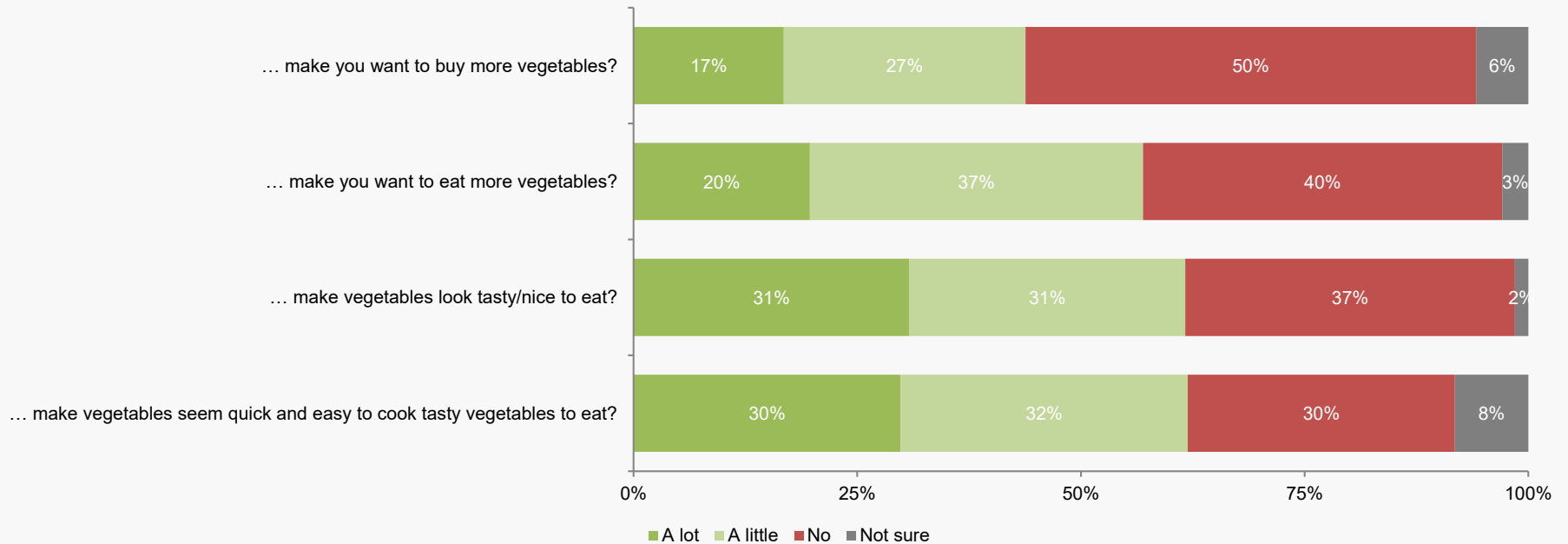


## DANDENONG

When asked if the advertisements make them want to buy more vegetables, half of the respondents said 'no'. Forty-four percent reported that the advertisements make them want to buy more vegetables 'a lot' or 'a little'. More than half (57%) reported that the advertisements make them want to eat more vegetables, suggesting that there is a group of people who would like to eat the types of food shown, but are not necessarily motivated to shop for and prepare these foods. Sixty-two percent thought the advertisements make vegetables look tasty and easy to prepare. Sixty-two percent thought the advertisements make vegetables look tasty and easy to prepare.

### EFFECTIVENESS OF ADVERTISEMENTS

#### Do these advertisements...



Q. Do these advertisements make you want to buy more vegetables? (n=137)

Q. Do these advertisements make you want to eat more vegetables? (n=137)

Q. Do these advertisements make vegetables look tasty/nice to eat? (n=133)

Q. Do these advertisements make it seem quick and easy to prepare or cook tasty vegetables to eat? (n=134)

## DANDENONG

The word cloud presented below represents what respondents perceived to be the main short-term benefits of consuming vegetables.

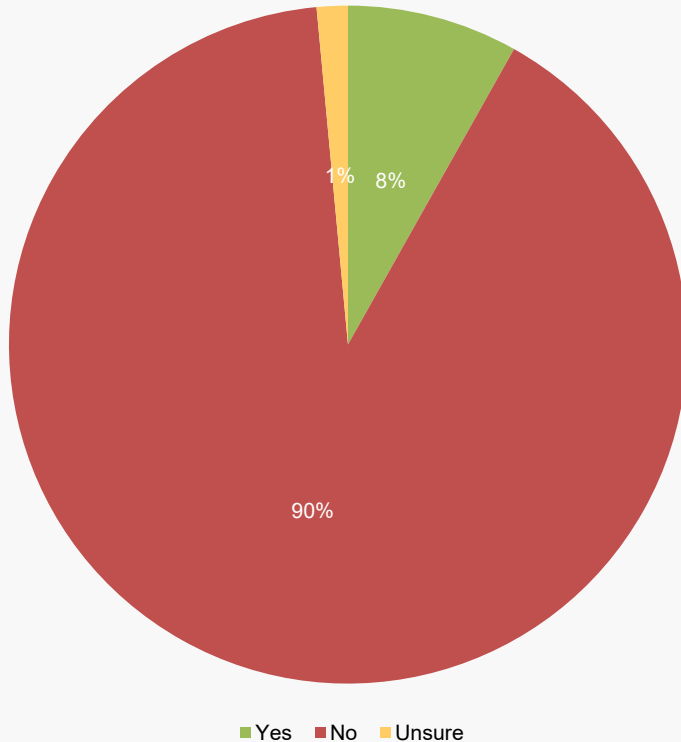


Q. What would you say are some of the short-term benefits of consuming vegetables? (n=137)

## DANDENONG

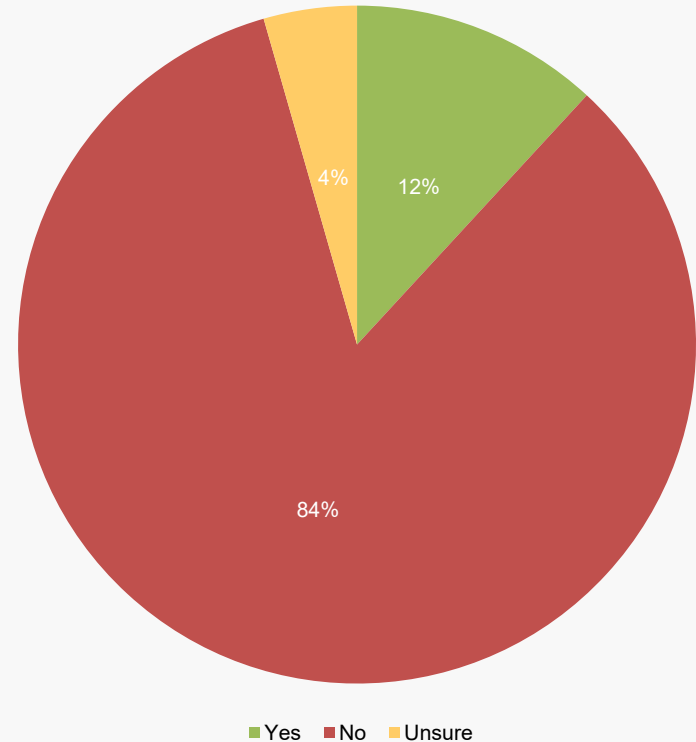
There was no unprompted awareness of the Healthy Together brand when respondents were asked if they were aware of any government initiatives promoting healthy eating and/or physical activity. Interestingly, the most commonly recalled initiative was the 'Life be in it' campaign from the 1980s, followed by school initiatives, and the Heart Foundation. Prompted awareness of the Healthy Together brand was relatively low; 8% had heard of the brand and 12% had seen the Healthy Together logo.

HEALTHY TOGETHER BRAND AWARENESS



Q. Have you heard of the "Healthy Together" initiative? (n=135)

HEALTHY TOGETHER LOGO RECOGNITION

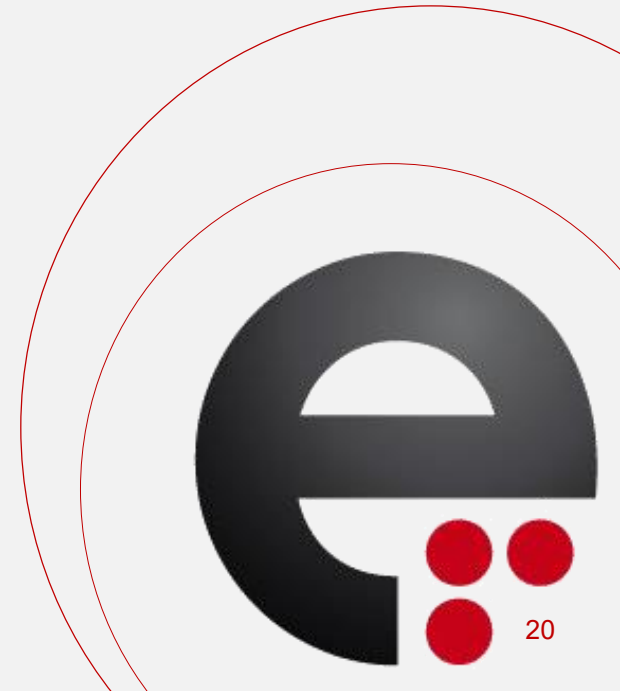


Q. Have you seen this logo or something similar before? (n=135)

A horizontal bar with four segments: black, red, grey, and light grey.

## EAGLEHAWK

DETAILED BREAKDOWN OF RESULTS



# ENVIRONMENTAL PROMPTS

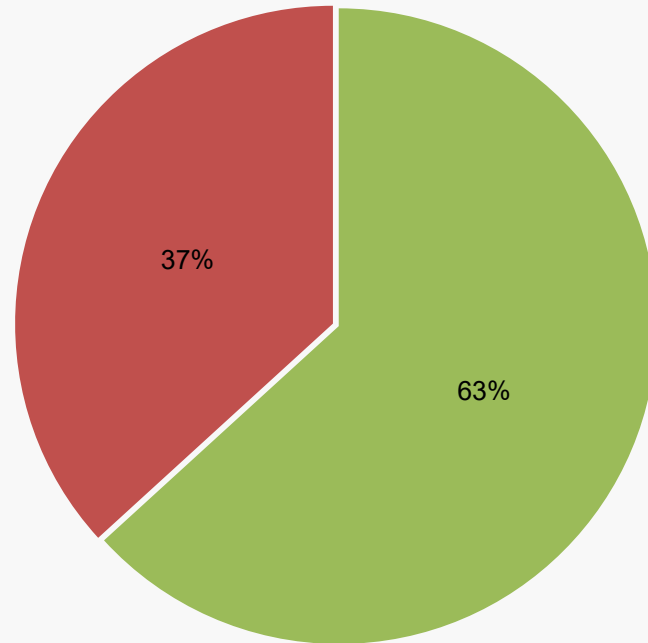
Environmental prompt decals in Eaglehawk were designed to encourage increased moderate physical activity and walking. The decals advertised the time it takes to walk to nearby locations (e.g., the lake, the school, and the shops), whilst also showing images of people walking and cycling. Some decals also had footprints near them to reinforce the idea of walking.



## EAGLEHAWK

Unprompted awareness of environmental prompt decals was much higher in Eaglehawk than in Dandenong. Overall, 63% could recall seeing the decals around Eaglehawk during the past few weeks.

UNPROMPTED AWARENESS OF DECALS



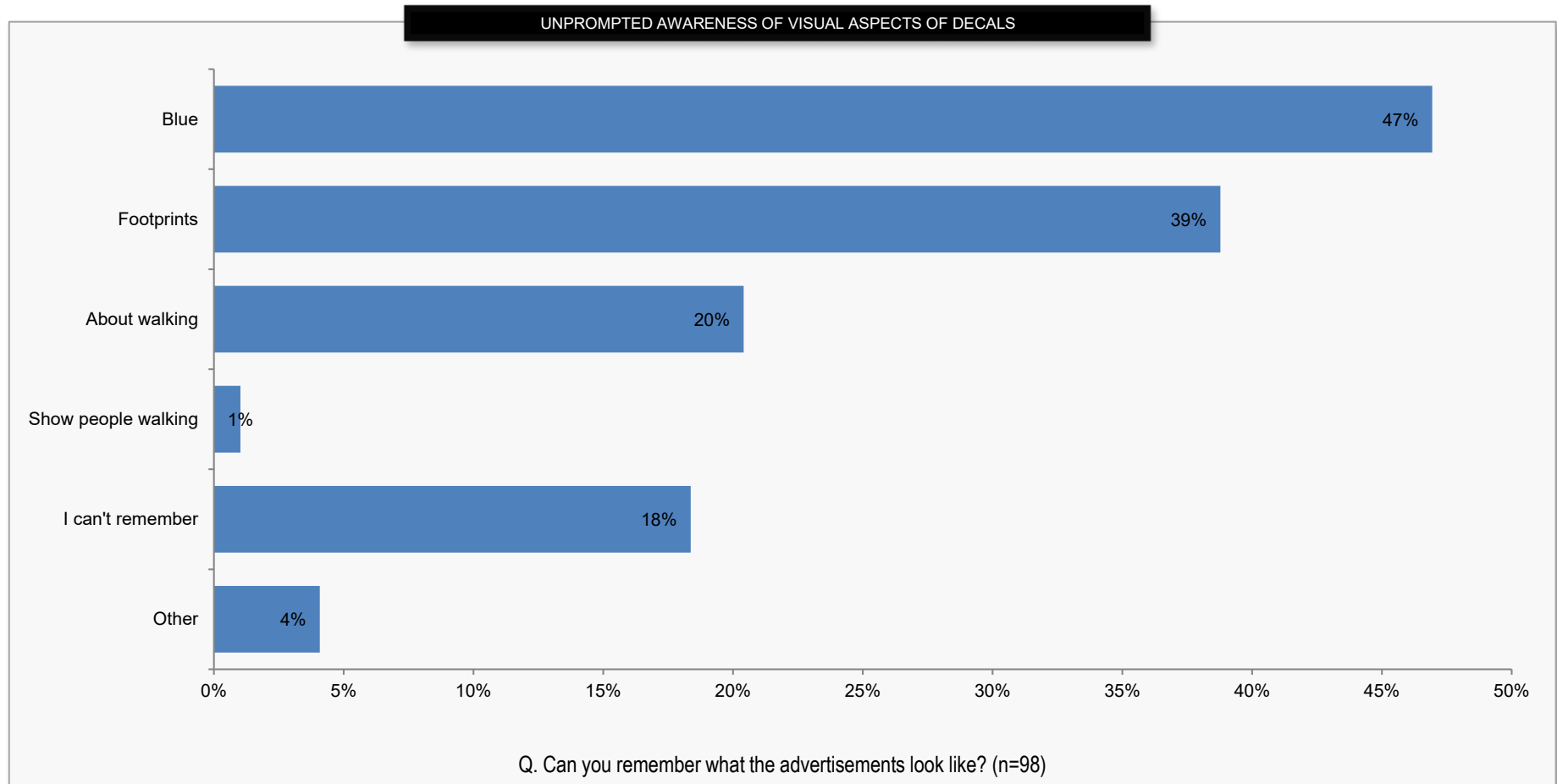
■ Yes ■ No

Can we switch the key so NO is on LEFT and YES is on RIGHT

Q. During the last few weeks, have you noticed any advertisements on the footpaths around Eaglehawk? They look like large stickers. (n=155)

## EAGLEHAWK

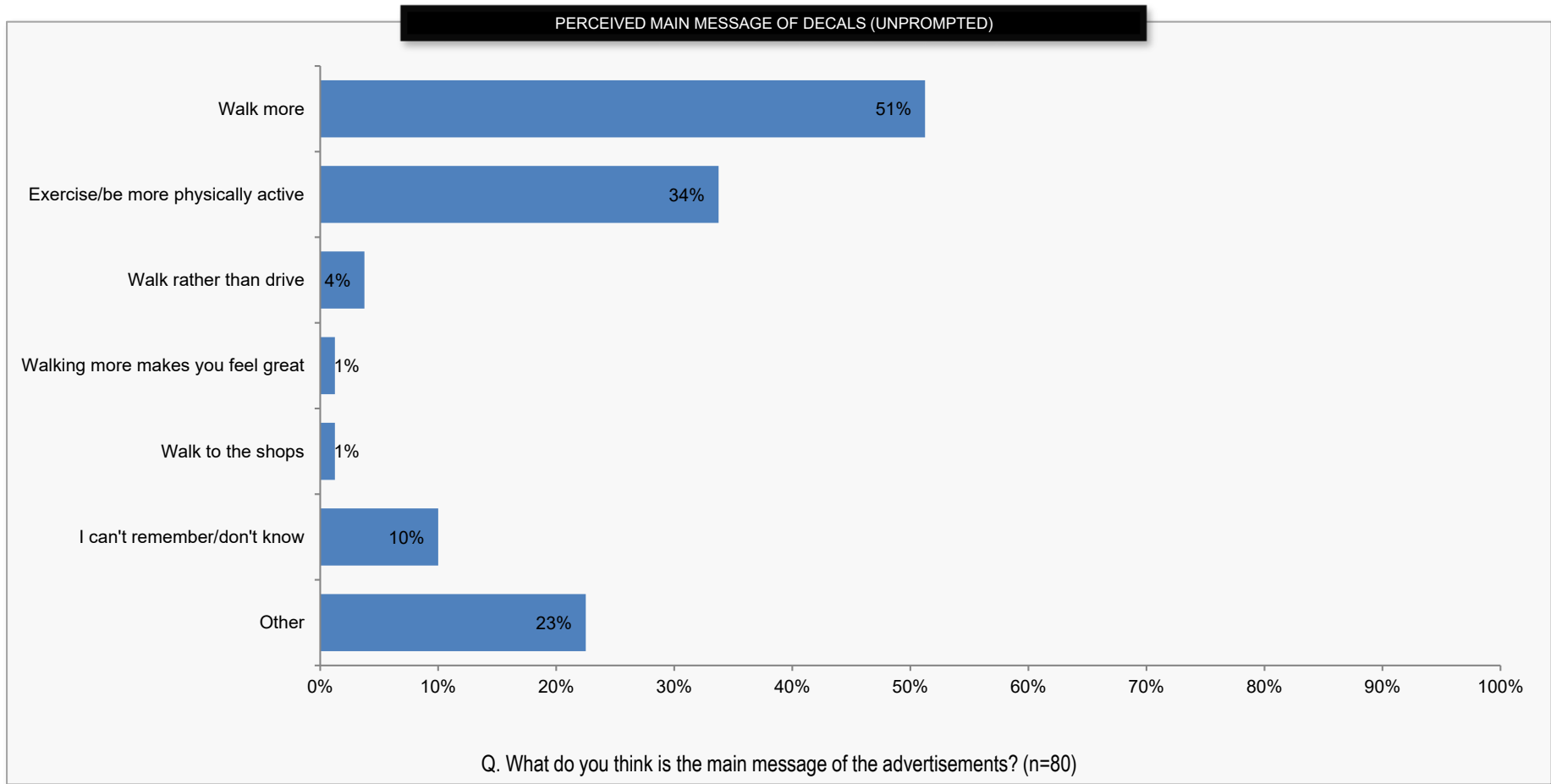
Respondents who could recall seeing the decals were asked to describe what they looked like. The most common descriptions provided were 'blue' and 'footprints'. Twenty percent mentioned that the decals were 'about walking'. Despite being able to recall seeing the decals, 18% could not remember what they looked like.





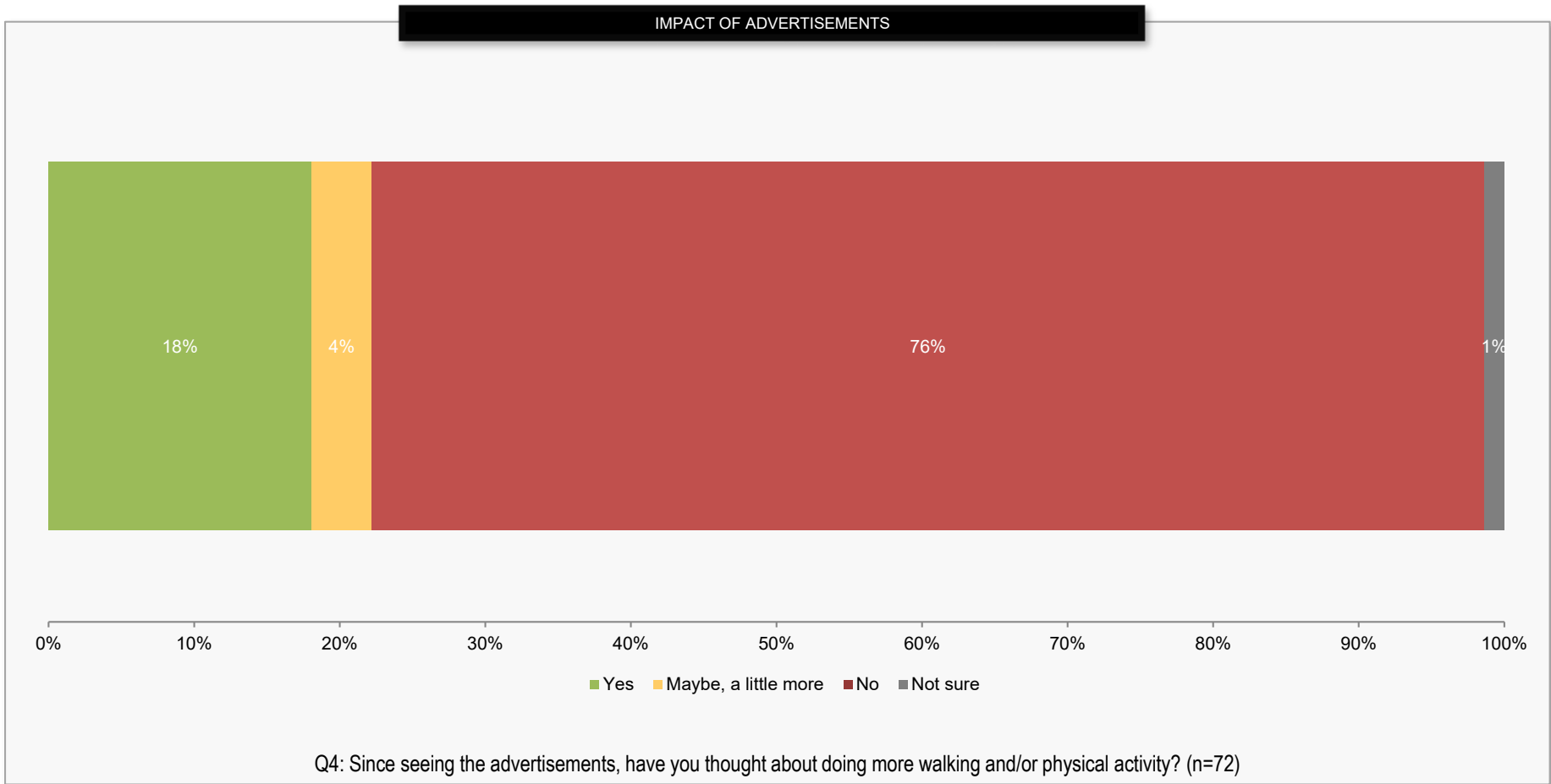
## EAGLEHAWK

Respondents who could remember what the decals looked like were asked what they thought was the main message. Approximately, half responded that the messages were about 'walking more', and approximately a third responded that the messages were about being more physically active.



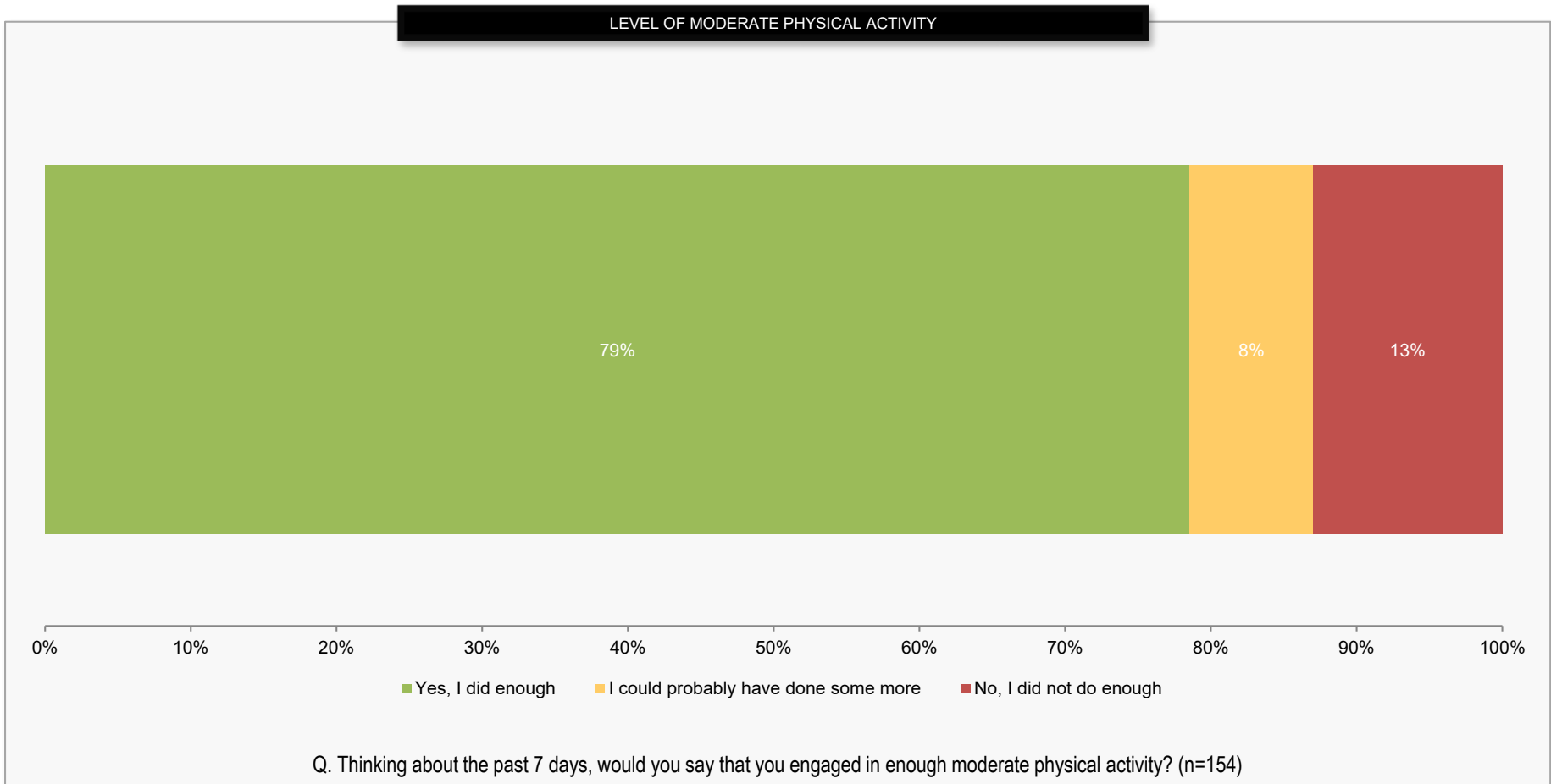
## EAGLEHAWK

Respondents who could remember what the decals looked like were asked if they had thought about doing more walking or physical activity since seeing the advertisements. The majority of respondents (76%) reported that they had not thought more about engaging in these activities.



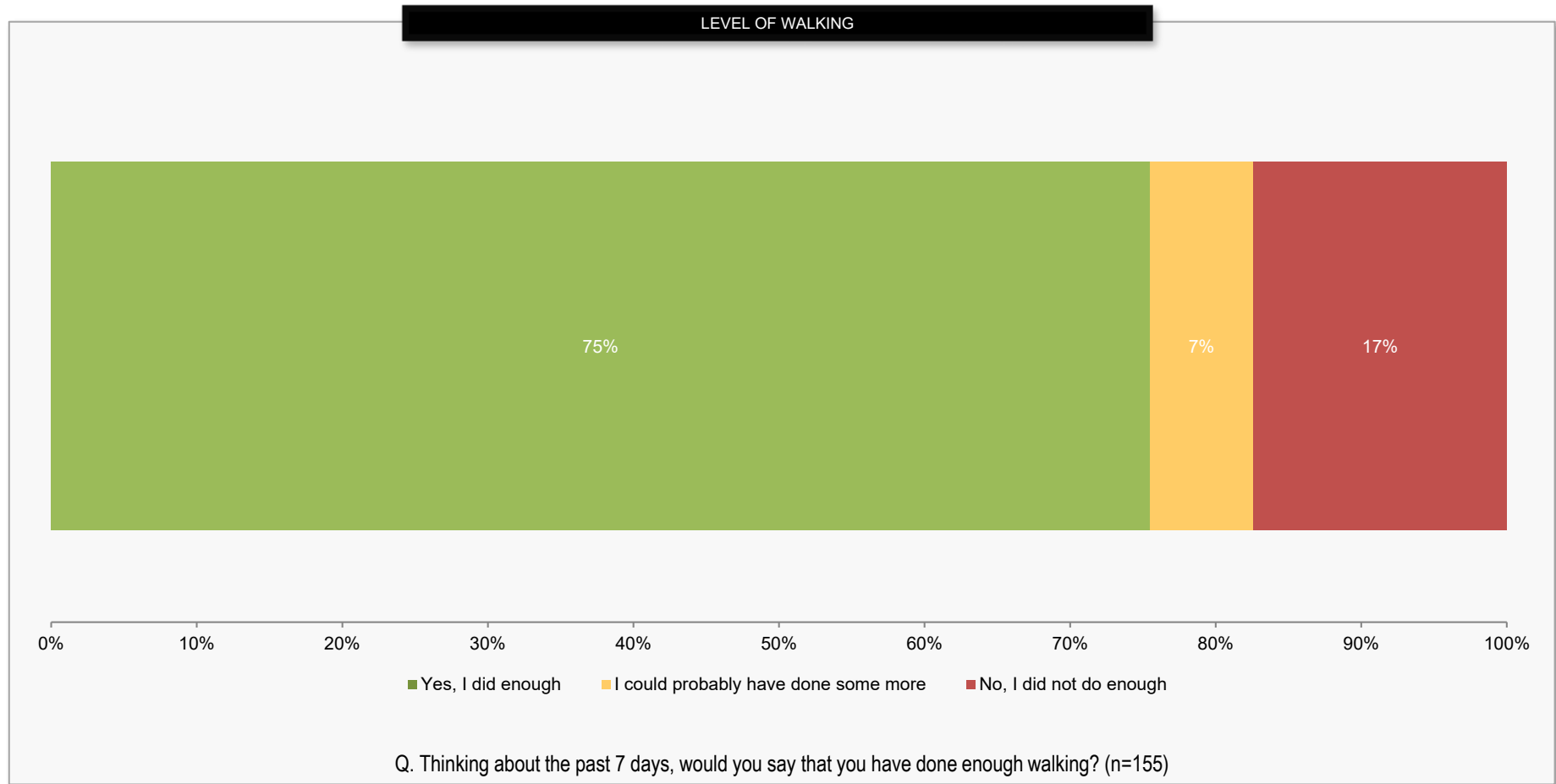
## EAGLEHAWK

Before describing what the minimum recommended amount of time is that people should spend engaged in moderate physical activity, respondents were asked if they thought they currently engaged in enough moderate physical activity. Overall, the majority of respondents (79%) thought they engaged in enough moderate physical activity.



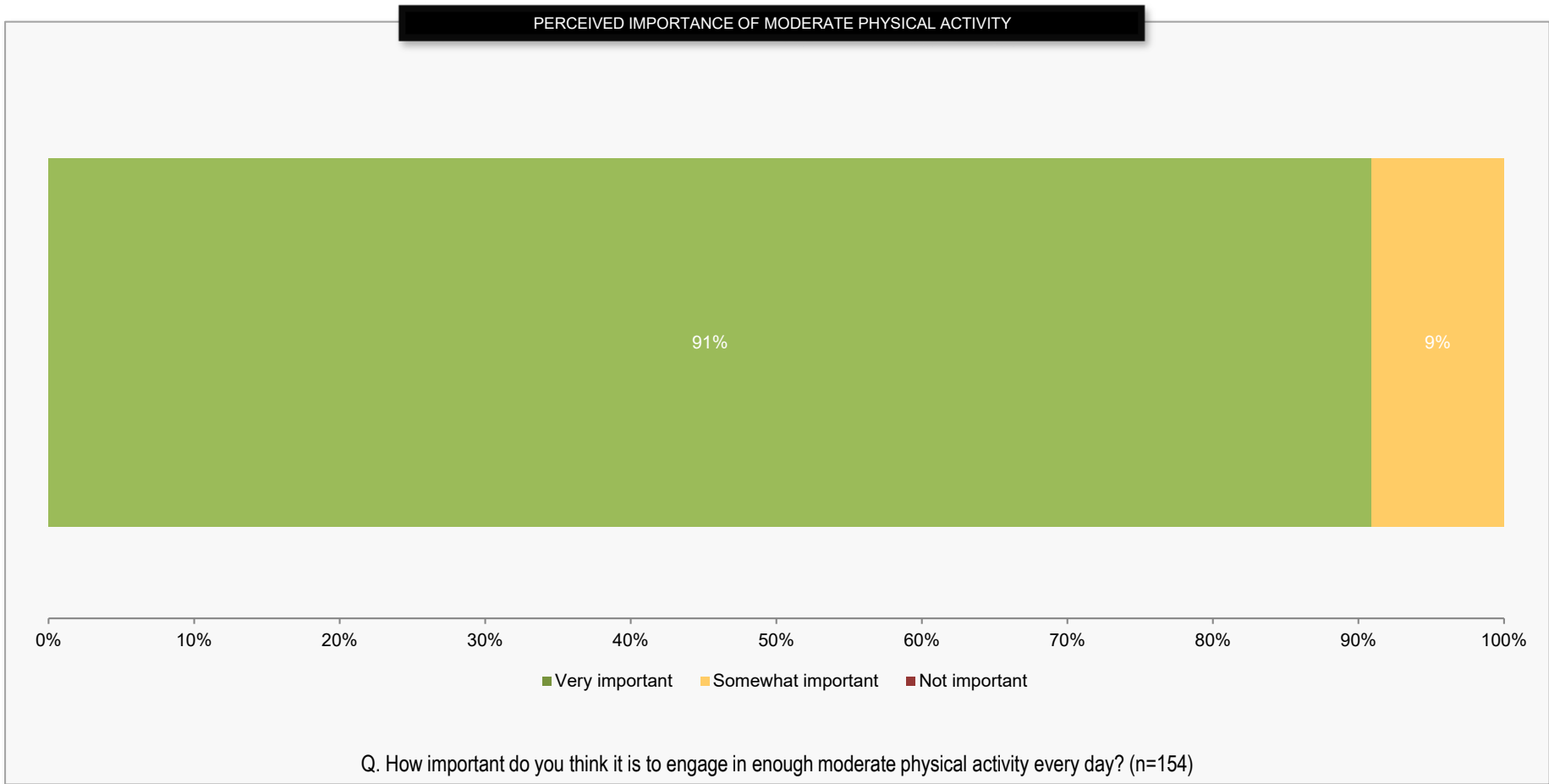
## EAGLEHAWK

Respondents were also asked if they thought they had done enough walking during the past 7 days. Three out of 4 respondents agreed they had done a sufficient amount of walking during this period.



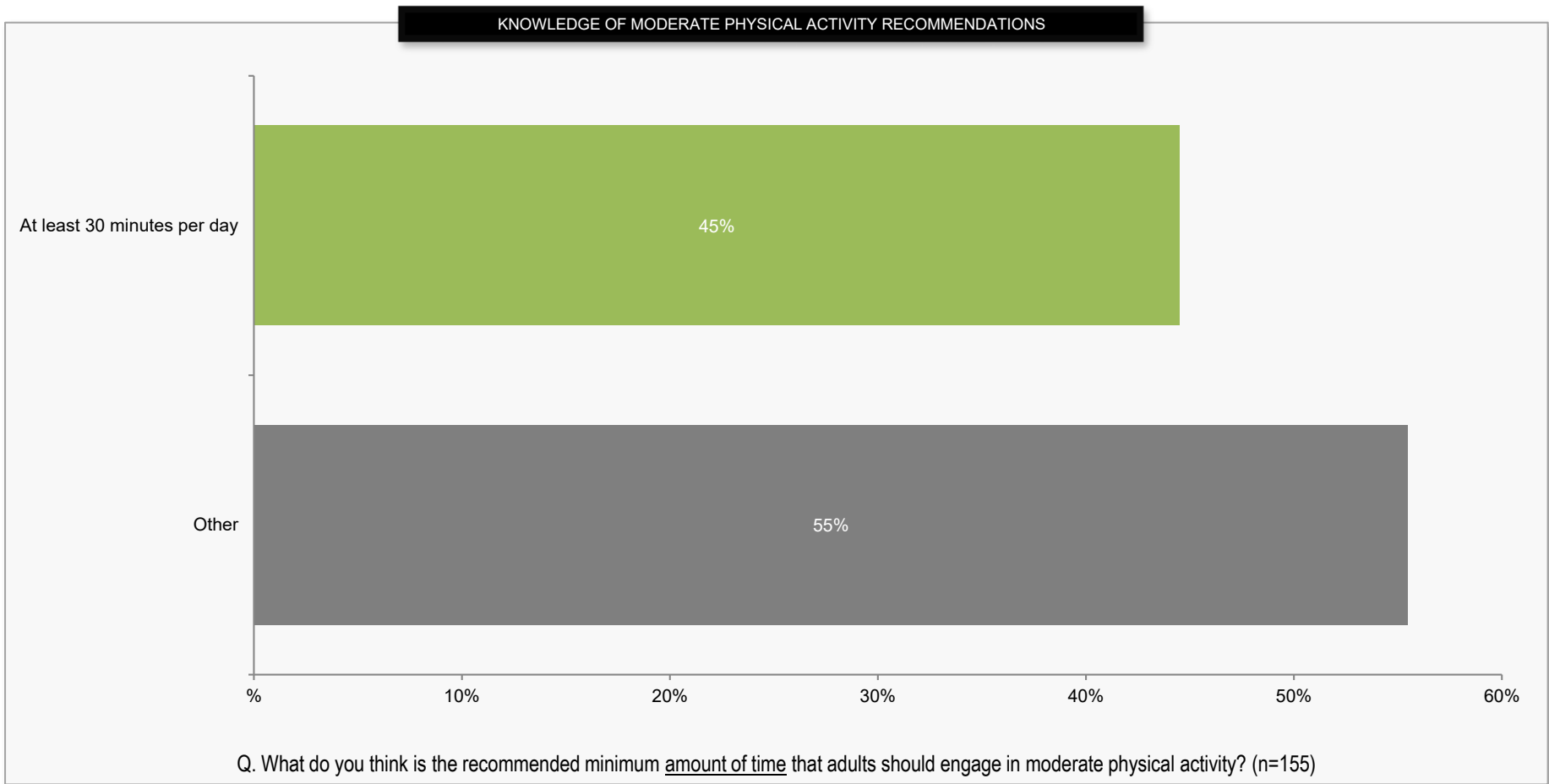
## EAGLEHAWK

Most respondents (91%) agreed it is very important to engage in enough moderate physical activity every day.



## EAGLEHAWK

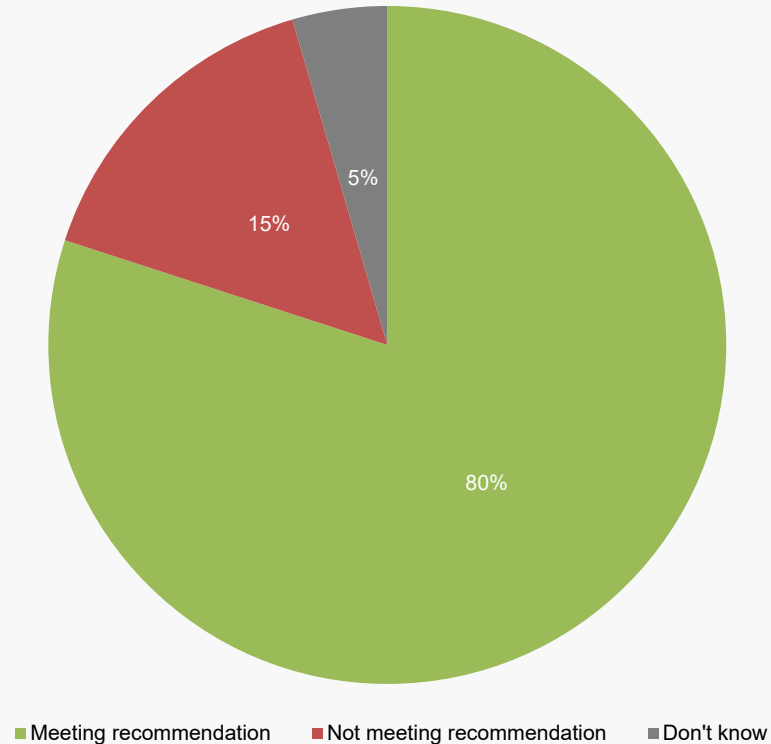
When asked about the recommended minimum amount of time that adults should engage in moderate physical activity, less than half of the respondents provided a correct answer ('at least 30 minutes per day on most days').



## EAGLEHAWK

When asked how much time they spent engaged in moderate physical activity during the past 7 days, 80% of respondents reported times that either met or exceeded the minimum of 150 minutes per week. This proportion was higher than expected and may simply be a consequence of the relatively crude question that was used to measure physical activity in a street-intercept survey.

TIME SPENT ENGAGED IN MODERATE PHYSICAL ACTIVITY IN THE PREVIOUS WEEK



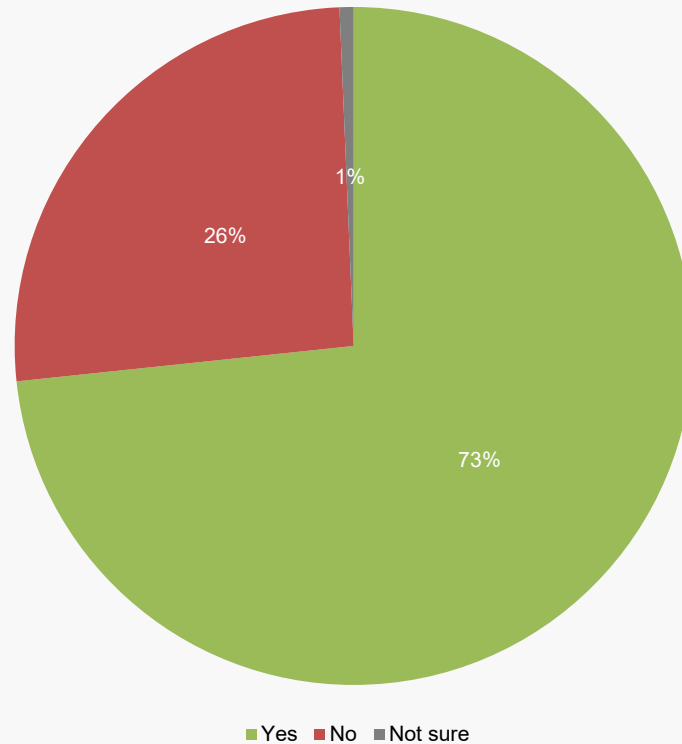
Can we switch the key so NOT MEETING is on LEFT and MEETING is on RIGHT

Q. Thinking about the last 7 days, how much time would you say you spent engaged in moderate physical activity- for the whole week? (n=155)

## EAGLEHAWK

All respondents were shown images of the decals on a clipboard and given a moment to read them. Prompted awareness of the decals was relatively high; overall 73% could recall seeing the advertisements during the past few weeks.

PROMPTED AWARENESS OF DECALS



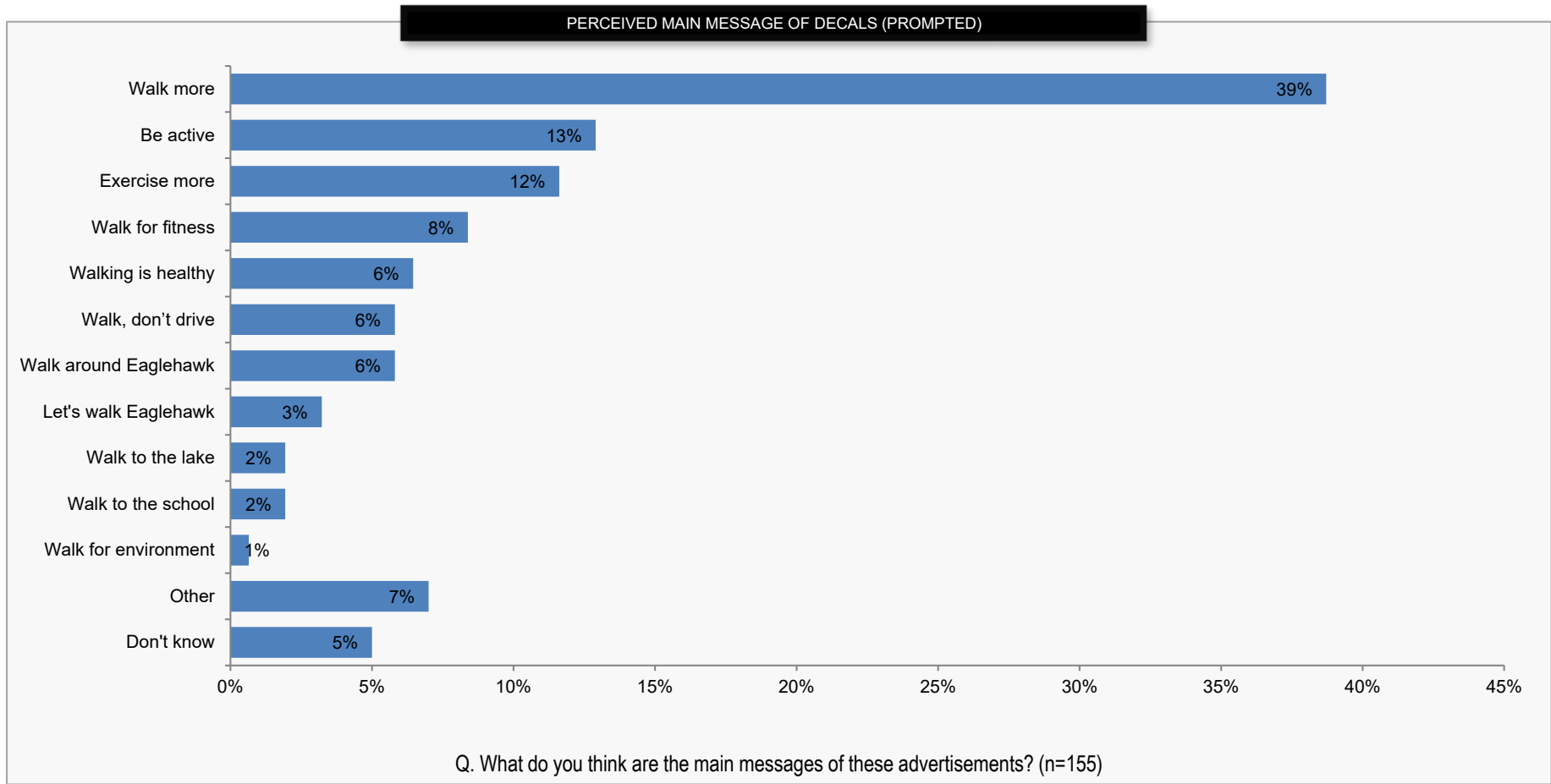
Can we switch the key so NO is on LEFT and YES is on RIGHT

Q. Have you seen these on the footpaths around Eaglehawk? (n=150)



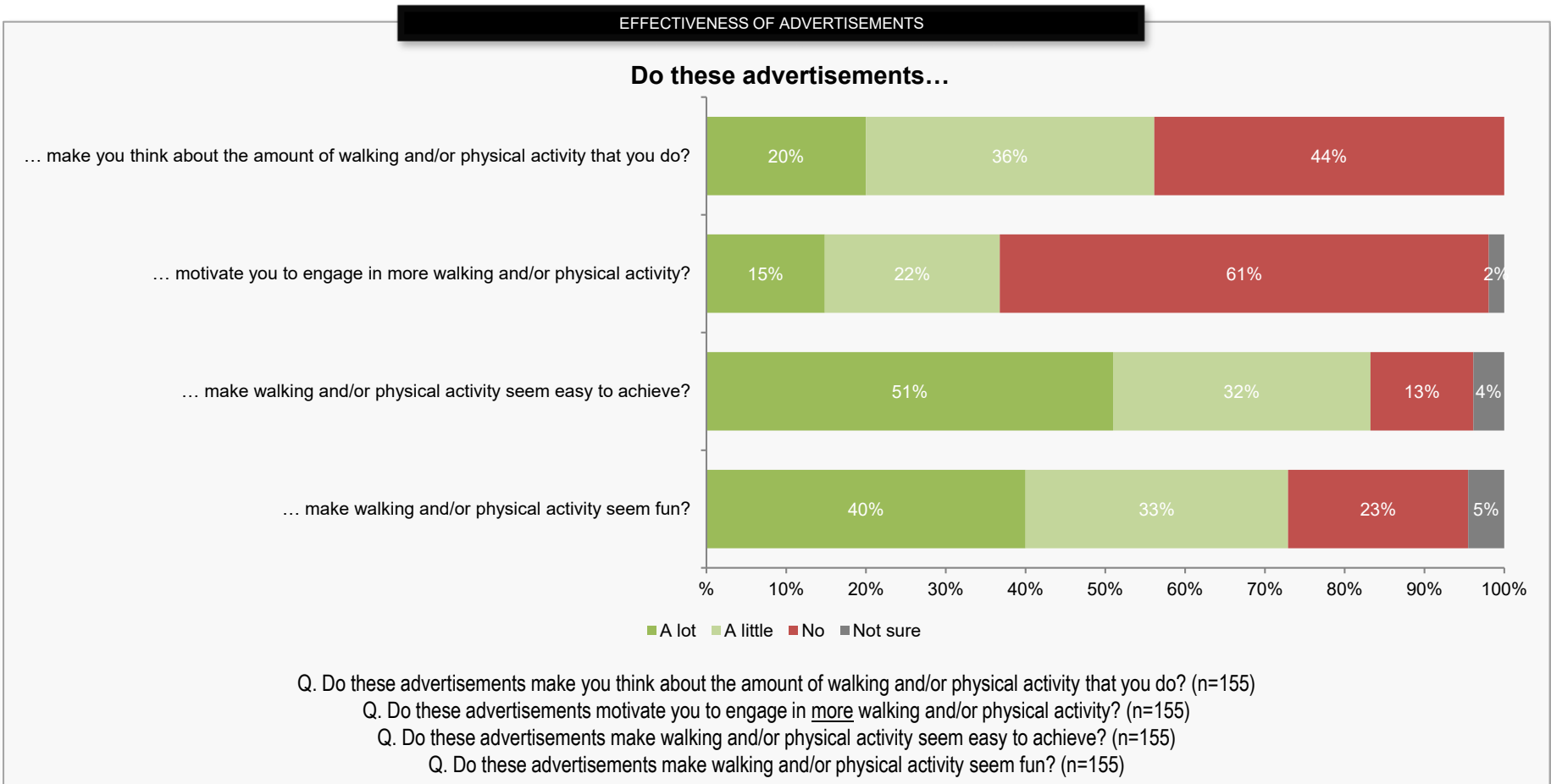
## EAGLEHAWK

When asked what they thought were the main messages of the advertisements, the most common response was 'walk more'.



## EAGLEHAWK

Perceptions of the decals in Eaglehawk were somewhat different to those in Dandenong. Only 37% said that the decals motivated them to engage in more physical activity, compared to 57% of Dandenong residents being motivated to eat more vegetables. It is likely that these discrepancies were due to differences between the two samples (particularly age differences) and differences in the content of the decals across the two locations. Encouragingly, the majority of respondents in Eaglehawk thought that the decals made walking seem easy to achieve and fun.



## EAGLEHAWK

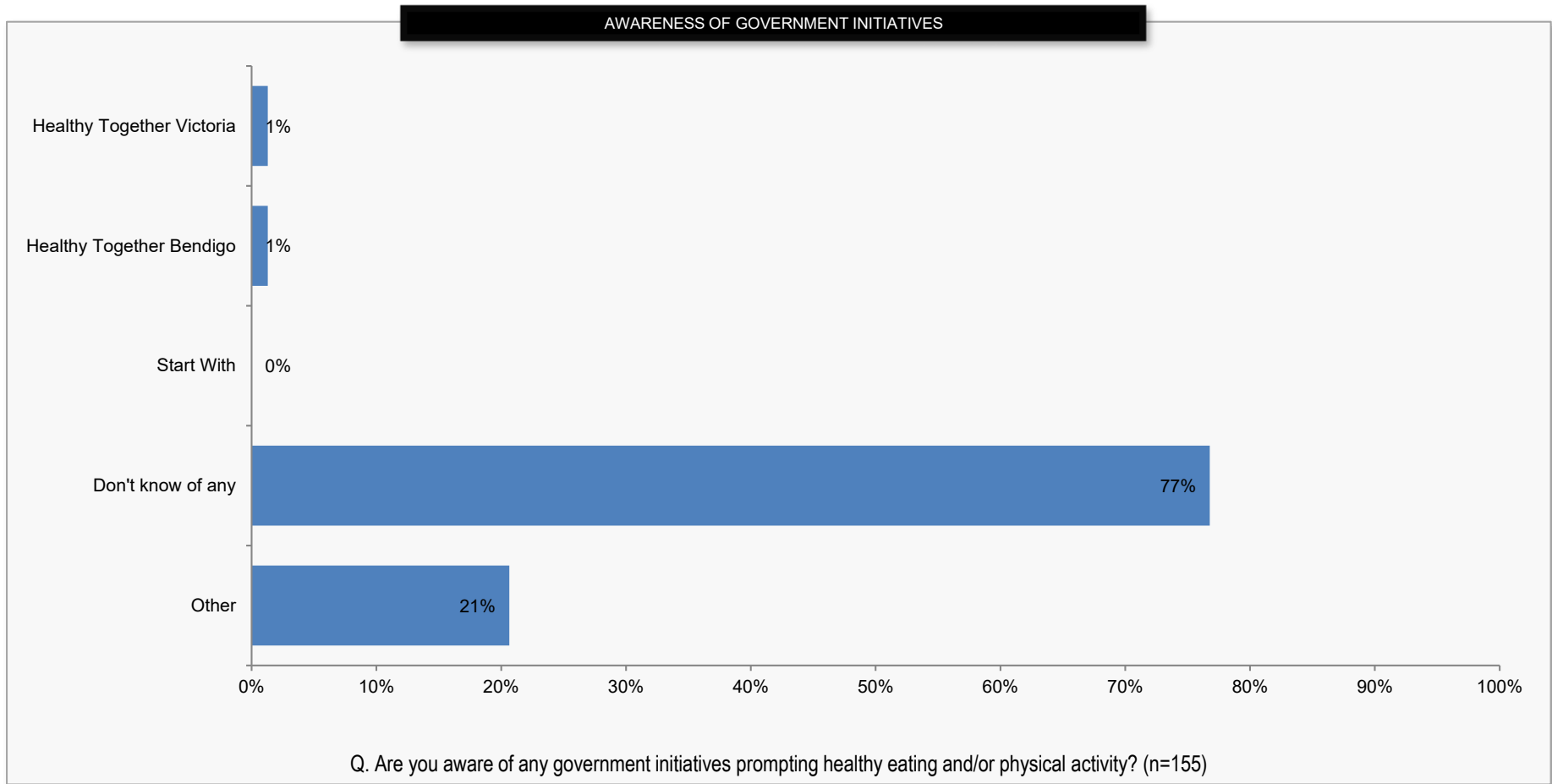
The word cloud presented below represents what respondents perceived to be the main short-term benefits of engaging in moderate physical activity, including walking.



Q. What would you say are some of the short-term benefits of engaging in moderate physical activity, including walking? (n=155)

## EAGLEHAWK

Overall, two respondents mentioned Healthy Together Victoria and another two mentioned Healthy Together Bendigo when respondents were asked if they were aware of any government initiatives promoting healthy eating and/or physical activity.



## EAGLEHAWK

Prompted awareness of the Healthy Together brand was relatively low; 9% had heard of the brand and 13% had seen the Healthy Together logo. This level of brand awareness is very similar to what was found in Dandenong.

