



South Coast Prevention Team
Working together with our community to achieve healthy lifestyles

TAP WATER Our water
It's healthy, it's free
EVERY DAY

Tap Water Every Day Campaign: Co-Designing Behaviour Change

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Presentation Overview

- Tap Water Every Day Campaign overview
- Co-designing the campaign
- Intervention Mix
- Evaluation
- Campaign Outcomes
- Key Learnings





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Aim:

To develop a social marketing campaign targeted at reducing consumption of sugar sweetened beverages (SSBs) and increasing consumption of tap water of teenage males (13 – 18 years) in the South Coast.

Objectives:

Increase the primary target audience's tap water consumption by drinking at least two additional servings of tap water per day

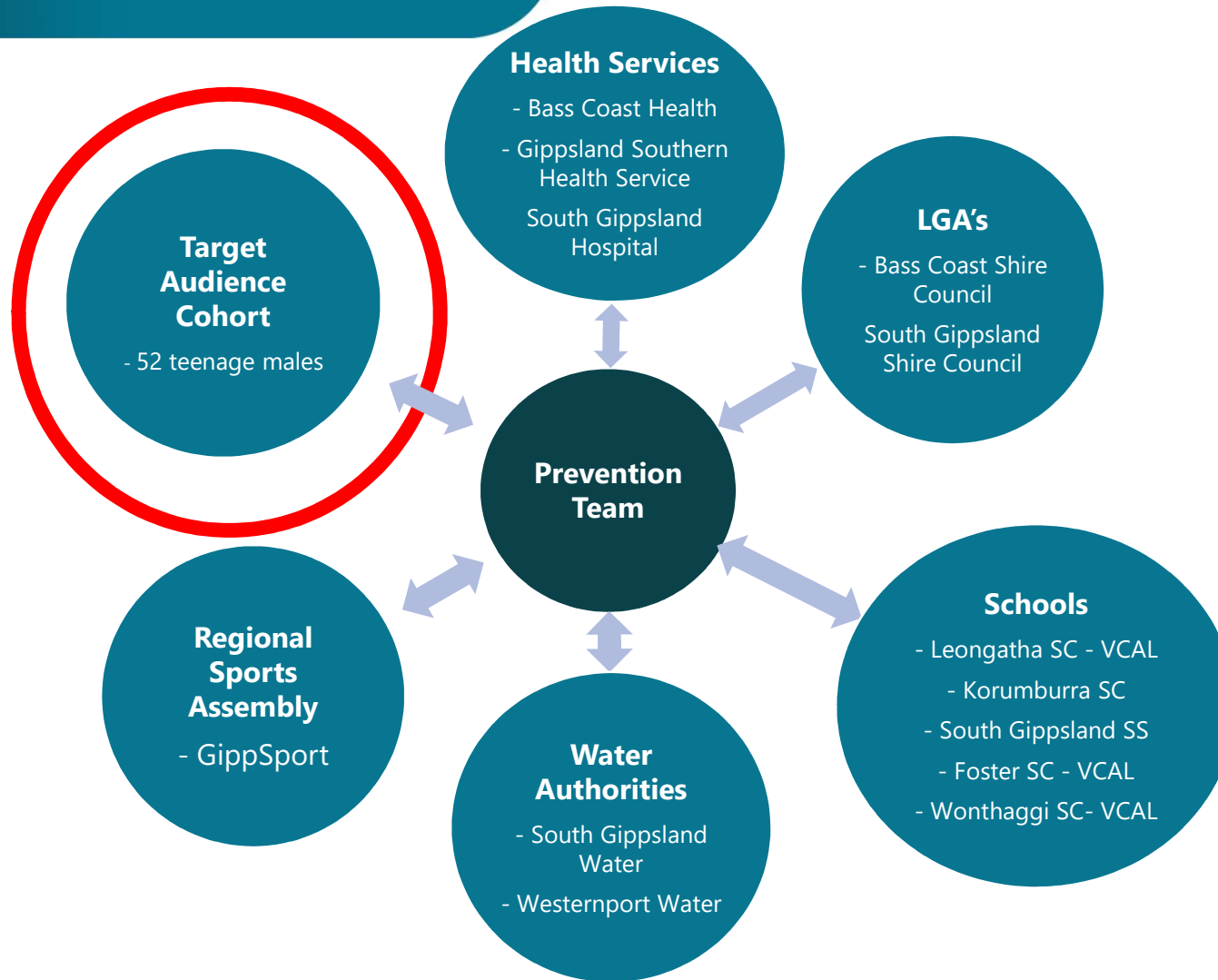
Increase parents serving tap water to the primary target audience (their children) at least twice a day

Reduce the total intake of SSBs amongst the primary target audience



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Co-designing the campaign

52 teenage males from 5 schools

- Baseline data collection
- Collection of behavioural insights
- Message testing
- Stakeholder workshops
- Testing campaign messaging and collateral
- Student interventions





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Intervention Mix

- Campaign assets/resources
- Events
- Student activities
- Stakeholder activities
- Media Publicity
- Social media campaign





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Evaluation

1. Target audience engagement
2. Target audience awareness
3. Target audience comprehension
4. Target audience behaviour change
5. Stakeholder engagement in campaign establishment and delivery
6. Assessment of the co-creation process





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10 SEPTEMBER - 10 DECEMBER 2019

CAMPAIGN OUTCOMES

Campaign Outcomes

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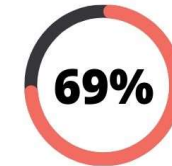
Teenage males increased tap water consumption by 1 serve per day



Pre-campaign - 4.5 serves



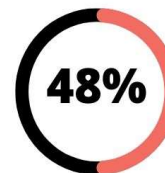
Post-campaign - 5.5 serves



Parents/carers increased the serves of tap water they provided their children by 2+ per day



Teenage males NOT consuming sugar sweetened beverages increased from 13% to 39%



Of teenage males indicated that tap water was their drink of choice post-campaign, from 24% pre-campaign

"(Co-design) felt a bit different because we were teaching and not the teacher teaching us" - student from participating school

"I knew that this project was going to be ground breaking for my class to be involved in" - teacher from participating school

Outputs

27 Social media posts

Ave. Reach - 602
Ave. Engagements - 51



18 Newspaper articles

12 Advertisements

1 TV news story

1 Radio interview

52 Teenage males involved in co-design

12 Student led activities

10 Partner activities





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Key learnings

- The impact of co-design & looking beyond achieving project objectives
- Continually reviewing & adapting
- The power of partnerships & the outcomes that aren't measured

“ (Co-design) felt a bit different because we were teaching the teacher not the teacher teaching us”





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