



Research Report:

EVALUATION OF THE NATIONAL 'GET MOVING' CAMPAIGN

Prepared For:

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Executive Summary

The report presents the results from a national quantitative evaluation of the 'Get Moving' campaign. This campaign sought to target a wide cross section of the community from children aged 5 through to teenagers and parents of children aged 0-17 years in order to communicate the need for greater levels of physical activity amongst children and youth. Given the wide target audience the evaluation was split into three sections, that of parents, children, and teenagers.

Methodology

The 'Get Moving' campaign was evaluated through three separate national telephone studies consisting of an initial Baseline Survey (which was also the Baseline for the national Go for 2&5[®] campaign), Pre-campaign Survey, and a Follow-up Survey.

The Baseline Survey was conducted between 30th March and 22nd April 2005 and involved n=1,200 national telephone interviews with parents of children aged 0-17 years and n=300 national telephone interviews with children aged 9-12 years.

The Pre-campaign Survey was conducted between 20th and 22nd January 2006 using the Woolcott Research National Consumer Omnibus (OmniAccess), which is a fortnightly national survey involving n=1,000 interviews. This resulted in n=587 national telephone interviews with parents of children aged 0-17 years, n=96 national telephone interviews with children aged 9-12 years, and n=106 interviews with teenagers aged 13-17 years.

The final Follow-up survey was conducted between 5th and 17th May 2006. The same screening criteria for both parents and children were applied to this survey and involved n=600 national telephone

interviews with parents of children aged 0-17 years, n=116 national telephone interviews with children aged 9-12 years, and n=100 interviews with teenagers aged 13-17 years.

Research Findings

1. Parents

- The campaign achieved good cut through with parents in a very cluttered environment:
 - there was a significant increase between Pre-campaign and Follow-up in unprompted advertising recall, with 43% of parents making clear reference to the 'Get Moving' campaign;
 - a little under three quarters (72%) had seen the Television commercial (based on a verbal description of the ad), with the majority of those (79%) believing their children had also seen the Television commercial; and
 - three quarters (75%) had seen at least one element of the campaign.

- The cluttered environment was evidenced through the level of unprompted recall in both the Baseline and the Follow-up. There was a large variety of recall of advertising relating to physical activity ranging from references to 'Life Be In It', gym advertising, and fitness advertising, through to advertising for Television programs, articles in newspapers and magazines, references to school programs, and general recall of the advertising relating to the need for activity. The latter could also be attributed to various food brands that when advertising their products make reference to the physical activity requirements for children (such as Milo, Uncle Toby's, etc).

- Communication was very clear, particularly in regards to:
 - the need for children to be active for an hour or more each day;
 - limiting screen time;
 - the need for parent encouragement regarding children's activity; and
 - it being easy and fun to be active.
- The campaign also caused some parents to either act or at least consider their actions, with 37% of those who were exposed to the campaign suggesting that it prompted some action from them. The most common actions were:
 - an increase in their own or their children's physical activity levels;
 - an increase in considering undertaking physical activity;
 - decreased screen time; and
 - encouragement of whole of family participation in physical activity.
- Just over eight in ten of those who took action also agreed that the campaign was effective in motivating their family to be more physically active.

2. Children & Teenagers

- The campaign also reached a high proportion of both children and teenagers with 99% of children and 96% of teenagers having seen at least one element of the campaign.
- Unsurprisingly, recall was highest for the Television commercial (93% recall for children and 81% for teenagers); followed by the campaign slogan which was recalled by 76% of children and 68% of teenagers.

- The other media and activity achieved some cut through although at a much lower level:
 - 19% of teenagers claim to have heard the radio execution;
 - 27% of children and 11% of teenagers recalled the magazine executions;
 - 16% of children and 8% of teenagers had seen campaign information on the internet; and
 - 24% of children and 14% of teenagers were aware of peripheral events and competitions.

- As with parents, the communication seems to have been very clear for both children and teenagers in regards to the need to be more active/'Get Moving' and the need for at least an hour a day activity.

- There were mixed findings in regards to behavioural change amongst children and teenagers. There was no real change in participation in organised sport however there was a decrease in weekend sedentary time. Further, a large proportion of both teenagers (84%) and children (93%) who saw the campaign believed it had prompted them to act.

- There were no obvious changes in attitudes towards physical activity, although attitudes were already very positive:
 - there was no real change in perceptions of their family's attitude towards physical activity; and
 - there was no real change in the perceived importance of physical activity, although 93% of children and 86% of teenagers considered physical activity important.

- We did however see a shift towards improved awareness of the recommended levels of activity and electronic media usage:

- amongst children we saw a slight decrease in the proportion suggesting less than an hour physical activity was required each day and a slight decrease in the number suggesting that 3 or more hours of electronic media usage was recommended;
- amongst teenagers there was a significant increase in awareness of the need for at least an hour of physical activity each day, however the major movement for electronic media usage was an increase in those believing it was 'not more than 3 hours'.

Background

Overweight and obesity is a serious, chronic medical condition that is becoming an increasing problem in Australia. People who are overweight or obese are at increased risk of a range of physical and psychological problems such as heart disease, high blood pressure, diabetes, low self-esteem and depression, which results in a huge financial burden on the health care system and community at large. As weight gain results when a person's energy expenditure is exceeded by their energy intake, both physical inactivity and poor diet are risk factors for overweight and obesity.

The prevention and management of overweight and obesity in children is a priority in controlling the condition as once obesity begins to develop, there is a high risk of persistence into adulthood and it becomes increasingly difficult to treat. There is a 25-50% chance that an obese child will become an obese adult, with the chance of progressing to adult obesity as high as 78% for older obese adolescents.

In response to this problem, the Prime Minister, the Hon John Howard MP announced on 29th June 2004, \$116 million over four years to tackle the growing problem of declining physical activity and poor eating habits of Australian children. This initiative involves the Government partnering with schools, communities, sporting groups and families in taking a balanced approach to promoting both healthy eating and physical activity.

The initiative involves a range of activities such as establishing an after-school physical activity program, incorporating more physical activity into school curricula and funding activities to promote healthy eating through school communities.

As part of the initiative the Australian Government Department of Health and Ageing (the Department) is responsible for delivering two information programs for Australian families. The first addressed the importance of healthy eating (Go for 2&5[®] campaign) and the second ('Get Moving' campaign) focussed on the importance of building more physical activity into children's lives. Together these programs were intended to provide families with reliable, practical and consumer friendly information including:

- Why physical activity and healthy eating are important in achieving good health;
- How to make physical activity a part of each day;
- How to eat a more healthy diet; and
- Where to find further information and support.

The National 'Get Moving' campaign was launched by the Hon Tony Abbott MP, Minister for Health and Ageing on 3 February 2006.

The campaign television commercials were aired until 15 April 2006, with the majority of the campaign media activity completed by the end of April 2006.

Communication Strategy

This campaign represents the second information program to be delivered by the Government as part of the Building a Healthy, Active Australia initiative (BAHAA).

Target audiences

The primary target audience is children aged 5-12 years with the secondary audience being that of youth aged 13-17 years. Parents and carers of children and youth aged 0-17 years were considered the tertiary audience for this campaign.

Communication objectives

Awareness:

To generate and reinforce awareness of:

- the importance of physical activity in promoting good health in children;
- the recommended participation level of at least 60 minutes of moderate to vigorous intensity physical activity every day for children to achieve good health;
- the health risks of not undertaking adequate levels of physical activity;
- strategies on how to include regular physical activity as an integral part of each day; and
- where to find further information and support.

Attitudes:

- To generate positive attitudes towards achieving at least 60 minutes of moderate to vigorous intensity physical activity every day; and

- To promote personal confidence (self-efficacy) in being able to undertake at least 60 minutes of moderate to vigorous intensity physical activity every day.

Intention:

- To generate intentions to include at least 60 minutes of moderate to vigorous intensity physical activity every day as an integral component of children's lifestyles.

Campaign components

The campaign was officially launched by Minister for Health and Ageing, Mr Tony Abbott, at an event in Sydney on 3 February 2006. Olympic swimmer Keiran Perkins acted as an ambassador for the campaign at the launch, assisting in gaining media coverage for the event.

The key elements of the campaign were:

- One television commercial;
- Two radio advertisements (targeting teenagers);
- Two radio advertisements for people from non-English speaking backgrounds (in ten languages);
- Two print-handicapped radio advertisements;
- Five print advertisements (two targeting parents and three targeting children);
- Four Internet banner advertisements; and
- A campaign website.

Additionally, the campaign was supported by integrated activity (including events) initiated by key media partners.

Television commercial

Following the launch of the campaign in early February, the television commercial ran nationally on all free-to-air channels and SBS for six weeks over a ten week period and on selected subscription television channels until April and June 2006. The television commercial also ran in cinemas for four weeks during the school holiday period in each state.

The 'Get Moving' television commercial used a chair character to encourage the target audience to be active... to get off their chairs and 'Get Moving'!

Radio

Radio advertisements targeting teenagers were aired through the Nova and Macquarie Regional Radioworks networks and through nationally syndicated programs such as Take 40 Australia and Hot Hits. The radio advertisements aired from early February 2006 through to June 2006.

Radio advertisements were also developed for the print-handicapped. These were aired nationally for three weeks commencing early February 2006.

Print

Full-page colour magazine advertisements were placed in a range of mainstream titles and press, from early February 2006 through to June 2006. The advertisements for parents appeared in a range of magazines targeting grocery buyers with children. Advertisements also appeared in the most popular magazine titles targeting children and teenagers.

Additionally, advertisements also appeared in the Indigenous publications *Koori Mail*, *Arafura Times*, *Jabiru Rag*, *National Indigenous Times* and *Deadly Vibe*.

Internet advertising

Four banner advertisements were placed on relevant websites, and augmentation of appropriate campaign search terms was initiated with a number of search engines.

Website

A dedicated site was developed to house campaign materials, advertisements and general information about healthy eating, regular physical activity, overweight and obesity and active living, particularly for children and adolescents. The campaign website was accessed through the *Building a Healthy, Active Australia initiative* website at www.healthyactive.gov.au.

Non-English speaking background campaign elements

Advertising for non-English speaking audiences was targeted towards parents in the form of radio advertising on appropriate radio stations/programs and print advertisements in ethnic press. The language groups targeted: Chinese (Mandarin), Indonesian (Bahasa), Vietnamese, Korean, Japanese, Farsi (Persian), Arabic, Russian, Turkish and Khmer (Cambodian). These languages were identified on the basis of overall size of the community, age of children, parent language proficiency, period of residency and concentration over a national level.

Key partnerships through media buy

A number of the media agencies provided integrated activity to support the campaign. This included: television interstitials, magazine advertorial, Internet and radio competitions, and a number of community events. These activities occurred throughout the period from early February 2006 to June 2006.

Events

As part of the integrated activity a range of events were staged around Australia in capital cities and regional areas throughout the campaign period. This included three major events held by the Cartoon Network (Subscription TV) in Melbourne, Brisbane and Sydney as well as the national radio network, Nova, who ran in-school events in Sydney, Brisbane, Melbourne, Adelaide and Perth. Additionally, after-school events were also run by Macquarie Regional Radioworks at a variety of regional locations around Australia.

Methodology

This evaluation report focuses on the physical activity component of the larger BAHAA campaign. Initially it was planned to evaluate both the physical activity and healthy eating campaigns simultaneously, with the overall research plan being to conduct an initial BAHAA Baseline survey (prior to the campaigns being launched), along with two Follow-up reads (one after the on-air period for the television commercials, and one at the completion of the full campaign).

However, while the healthy eating campaign went to air, the physical activity campaign had not been developed. As such, two Follow-up surveys were conducted for the assessment of the Go for 2&5[®] healthy eating campaign evaluation prior to the airing of the 'Get Moving' physical activity campaign. By the time the 'Get Moving' campaign was scheduled for launch it was deemed necessary to conduct a new Pre-campaign measure specifically in relation to the physical activity aspects included in the Baseline read. A Follow-up survey was also conducted at the completion of the 'Get Moving' campaign.

The Baseline Survey was conducted between 30th March and 22nd April 2005 and involved n=1,200 national telephone interviews with parents of children aged 0-17 years and n=300 national telephone interviews with children aged 9-12 years. Some of the n=300 children were drawn from households in which interviews were conducted with a parent, while others (n=181) were drawn at random. When interviewing parents with multiple children in the 5-17 age bracket it was necessary to nominate a reference child. That is, we needed them to refer to one particular child when answering questions about their children. This reference child was determined by establishing which of their children in the target age bracket had had the most recent birthday.

The Pre-campaign Survey was conducted between 20th and 22nd January 2006 using the Woolcott Research National Consumer Omnibus (OmniAccess), which is a fortnightly national survey involving n=1,000 interviews. Use of OmniAccess allowed for a shorter version of the full Baseline questionnaire (see Appendix B) to be applied on a national scale at a reduced cost to an ad hoc study (as an Omnibus is a multi-client survey that shares overhead costs and demographic information). A similar screening criteria for both parents and children was applied to this survey as was applied to the Baseline survey, and teenagers were also included in this read. This resulted in n=587 national telephone interviews with parents of children aged 0-17 years, n=96 national telephone interviews with children aged 9-12 years, and n=106 interviews with teenagers aged 13-17 years.

The final Follow-up survey was conducted between 5th and 17th May 2006. The same screening criteria for both parents and children were applied to this survey and involved n=600 national telephone interviews with parents of children aged 0-17 years, n=116 national telephone interviews with children aged 9-12 years, and n=100 interviews with teenagers aged 13-17 years.

Each survey was administered via Computer-Assisted Telephone Interviewing (CATI). While the children's questionnaire was pre-tested via a series of n=16 individual face to face interviews, the parent's questionnaire was not qualitatively pre-tested, as much of it relied on validated questions used in other national and state based health surveys. However, a quantitative questionnaire pilot was undertaken involving n=24 parent interviews.

See Appendix B for copies of the final questionnaires applied for parents, children and teenagers. In viewing these, please note that they were originally designed to cover both strands of the pending campaigns (physical activity and healthy eating). However, for the purpose of simplification, and also due to the fact that the results within this report only refer to the physical activity component, the questions relating to healthy eating have been removed. As a result,

question numbering between sections in these questionnaires is not always sequential.

The sampling frame for each survey was the latest version of the electronic White Pages on CD-ROM. A stratified quota sample was used to ensure that sufficient sample sizes resulted in the various geographic locations to allow for pre and post campaign changes to be drawn. The quotas were set according to five main geographic locations (Queensland, New South Wales and the Australian Capital Territory, Victoria and Tasmania, South Australia and Northern Territory, and Western Australia), and also by metropolitan and non-metropolitan areas.

Gender quotas were not set, as we were only interested in speaking to the person who indicated that they were the main food purchaser or food preparer in their household – which was set as a screening question.

Interviews were conducted in the evenings and on weekends, with households sampled at random within those time periods. Up to four call-backs to households were made to achieve an interview.

Results for the parent's study have been post-weighted based on ABS Estimated Resident Population figures for those aged 18+ on a national basis. Results for the children's study were also post-weighted using the same population estimates (only relating to those aged 9 to 12 years), whilst results for the teenager sample have been post weighted according to age and location to ensure consistency across the three samples.

Statistical Analysis and Reporting

Statistical tests at the 95% confidence level were conducted to establish whether differences between the individual surveys (eg. the Baseline and Pre-campaign, and also between the Pre-campaign and

Follow-up surveys) were actually statistically significant. In this report these significant differences (whether a significant increase or decrease) have been indicated within tables with the use of a lower case 'a' – as shown in the example Table below (where 34% is significantly higher than 28%). Significant differences between Baseline and Follow-up have been indicated within tables referring to physical activity levels with the use of a lower case 'b'.

Some tables also include Nett figures, which depict the proportion of all respondents (not responses) who gave a response that was deemed to fit into the described category. As these figures represent respondents (who in some cases can give multiple responses) the Nett figures are often not simply an addition of the codes (or responses) of which they are comprised. In the example below, some teenagers have indicated both that they have undertaken an activity recently, and that they will undertake one in the future, and as such the Nett of 'yes' responses is less than the addition of these two individual proportions.

Example Table: Title - Teenagers

	Pre-campaign n=106 %	Follow-up n=100 %
YES NETT	20	34 a
Yes, undertaken recently	14	18
Yes, will undertake in future	11	18
NO	80	66
BASE: All respondents		
* Teenagers were not interviewed in the Baseline Survey		

It should be noted that in this campaign evaluation, comparisons between the three surveys are not always made. This evaluation draws comparisons between the Baseline and the Follow-up for some measures and comparisons between the Pre-campaign for others. Comparisons between the three surveys are rarely made because the Pre-campaign measure was conducted via an Omnibus, which meant that the questionnaire was not as detailed as for the Baseline and the Follow-up. Further, the Pre-campaign measure was conducted in

January whereas the Baseline and the Follow-up were conducted in April and May respectively, which meant we saw changes in physical activity levels purely because we were comparing a 'Summer' sample to an 'Autumn' sample.

Measures of Physical Activity in Australian Adults

Parents were asked specific questions about the number of times and length of time they had undertaken the following activities in the last week:

- Continuous walking for at least 10 minutes;
- Vigorous physical activity that causes huffing and puffing (e.g. jogging, cycling, aerobics, competitive tennis, etc.); and
- Other moderate physical activity (e.g. gentle swimming, social tennis, golf, etc).

Measures of physical activity have been calculated based on three classifications used in *The Active Australia Study* (The Australian Institute of Health and Welfare, 2003):

- 'Sedentary' (no minutes of physical activity);
- 'Insufficient' levels of physical activity (less than 150 minutes of physical activity and less than 5 sessions within a week); and
- 'Sufficient' levels of physical activity (150 minutes or more of physical activity over at least 5 sessions in a week).

Physical activity to confer a health benefit consists of a 'sufficient time' of 150 minutes using the sum of continuous walking, moderate physical activity, and vigorous physical activity (weighted by two). The time spent on vigorous physical activity is doubled to reflect its extra health benefits.

Errors in over reporting the length of time spent doing physical activity were avoided by recoding any times greater than 840 minutes (14 hours) for a single activity type as 840 minutes, as per the guidelines from The Active Australia Study.

Sample Characteristics

1. Parent Sample

Age, gender, and demographic characteristics

Table A shows the demographic distribution of respondents for the Baseline, Pre-campaign, and Follow-up surveys. Our initial respondent definition of “the main food purchaser or food preparer in the household” came from the Baseline survey which was originally designed to cover both the physical activity and healthy eating campaigns. For consistency, this respondent definition was therefore carried through each of the three surveys. It was therefore not surprising that the sample was skewed towards females for each survey.

Whilst each of the three surveys were skewed towards female parents, the Pre-campaign survey had a significantly smaller proportion of females (62%), because it was conducted via an Omnibus. The Omnibus has set minimum gender quotas for males and therefore includes proportionately more who have agreed to participate in the overall Omnibus survey (as it was not conducted solely for the Department), despite them later being screen for appropriateness for the ‘Get Moving’ survey sub-sample.

In the Baseline and Follow-up surveys the survey was introduced as being on behalf of the Australian Government Department of Health and Ageing, then it was ascertained whether there were children under 18 in their household, and whether it was possible to speak to the main food purchaser and preparer.

The higher proportion of males in the Pre-campaign survey has then resulted in slightly different samples in regards to employment status and occupation.

Table A: Respondent Profile – Parents

	BAHAA Baseline April 2005 n=1200 %	Pre-campaign January 2006 n=587 %	Follow-up May 2006 n=600 %
GENDER			
Male	21	38 a	23 a
Female	79	62 a	77 a
AGE (years)			
34 or less	24	25	24
35-44	48	48	49
45+	28	27	27
REGION			
Metro	62	62	62
Non-Metro	38	38	38
STATE			
NSW & ACT	35	35	35
VIC & TAS	27	27	27
QLD	19	19	19
WA	10	10	10
SA & NT	9	9	9
MARITAL STATUS			
Married/de-facto	83	83	81
Other	17	16	19
EDUCATION			
Primary school	1	N/A	0
Year 10 or below	13	N/A	16
Year 11 or below	7	N/A	8
Year 12 or below	17	N/A	16
Trade apprenticeship	5	N/A	5
Other TAFE/technical certificate	12	N/A	10
Diploma	12	N/A	11
Bachelor degree	22	N/A	20
Post-Graduate degree	12	N/A	13
EMPLOYMENT STATUS			
Employed full time	36	46 a	34 a
Employed part time	37	28 a	35 a
Unemployed	2	1	4 a
Retired/pension	3	2	3
Full time student	2	2	2
Home duties	21	20	19
Other	-	-	2

Table A: Respondent Profile – Parents ...continued

	BAHAA Baseline April 2005 n=1200 %	Pre-campaign January 2006 n=587 %	Follow-up May 2006 n=600 %
OCCUPATION CATEGORY			
Professional/senior management	7	15 a	5 a
Upper white collar	37	36	34
Lower white collar	32	17 a	31 a
Upper blue collar	12	18 a	18
Lower blue collar	10	10	11
Other	3	1 a	1
HOUSEHOLD INCOME			
Under \$40,000	21	22	19
\$40,000 - \$80,000	37	40	39
Over \$80,000	31	31	31
Refused/don't know	11	7 a	11 a
LANGUAGE SPOKEN AT HOME			
English	97	N/A	97
Other	3	N/A	3
CURRENT SMOKING STATUS			
Smoker	17	N/A	21
Non smoker	83	N/A	79
BASE: All respondents			

2. Children Sample

Age, gender, and demographic characteristics

The key differences in the children sample are in relation to age and region with the Follow-up survey having a greater representation of 11 year olds and a higher proportion of metropolitan based children. The results of the Follow-up were checked and no significant differences were found according to age and region and as such no steps were taken to weight the samples across these demographics.

Table B: Respondent Profile – Children

	BAHAA Baseline April 2005 n=300 %	Pre- campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
GENDER			
Male	49	59	52
Female	51	41	48
AGE			
9 years	21	28	33
10 years	28	26	17
11 years	24	18	31 a
12 years	27	28	18
SCHOOL YEAR			
Year 3	2	1	5
Year 4	17	19	22
Year 5	29	18 a	22
Year 6	23	24	30
Year 7	23	25	17
Year 8	7	13	3 a
REGION			
Metro	53	43	59 a
Non-Metro	47	57	41 a
STATE			
NSW & ACT	35	37	37
VIC & TAS	27	27	24
QLD	20	17	23
WA	10	8	9
SA & NT	8	11	8
BASE: All respondents			

Challenges for the research amongst children

There are a number of difficulties inherent in research conducted with children. Younger children do not possess sufficient levels of cognitive development to accurately self-report many health behaviours. They also have poorer levels of concentration. A decision was made to conduct the evaluation research with children in the higher age range

of the target audience (9-12 years), thereby increasing the likelihood that respondents could accurately answer survey questions.

Prior to fielding the Baseline, a number of steps were undertaken to maximise the reliability of the data gathered. To that end, the questionnaire was piloted via n=16 individual in-depth interviews with children aged 9-12 years. This process involved going through the questionnaire and discussing each question to ensure that the language used was firstly understood and secondly, interpreted accurately.

For the main survey, children aged 9-12 years from households were recruited as part of the parent/carer telephone surveys. To minimise the impact of children's poor attention span the length of the survey was 10 minutes or less in duration. The primary focus of the children's survey was recall and knowledge of campaign call to action, rather than to measure changes in self-reported behaviour.

While the above strategies were adopted to maximise the reliability of the data gathered from the children's surveys, the results should be interpreted with some caution. As discussed, the sample is limited to 9-12 year olds, however, there is some variation in the cognitive skill level from individual to individual within this age range. In addition, the sample sizes for the children's surveys were relatively small (Baseline n=300; Pre-campaign n=96; Follow-up n=116).

3. Teenager Sample

Age, gender, and demographic characteristics

The original Baseline survey did not include teenagers aged 13-17 years, and as such Table C details the profile of those for the Pre-campaign and Follow-up surveys only.

Again we found some differences in the proportion of males and females between the Pre-campaign and Follow-up measures due to the different methodologies used. However, results were analysed by gender and no significant differences were found and as such the samples were not weighted to adjust for this gender difference.

Table C: Respondent Profile – Teenagers

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
GENDER		
Male	49	35 a
Female	51	65 a
AGE		
13 years	17	17
14 years	19	19
15 years	11	11
16 years	20	20
17 years	33	33
SCHOOL YEAR		
Year 8 or below	14	13
Year 9	27	24
Year 10	14	20
Year 11	20	13
Year 12	25	30
REGION		
Metro	56	63
Non-Metro	44	37
STATE		
NSW & ACT	33	38
VIC & TAS	27	32
QLD	23	13
WA	12	10
SA & NT	6	8
BASE: All respondents		

The background features several thick, overlapping yellow brushstrokes of varying lengths and curves, creating a dynamic and artistic composition. The strokes are centered around the text, with some extending towards the top and bottom edges of the frame.

RESEARCH FINDINGS

1 Parents

1.1 Physical Activity Advertising Awareness

Unprompted Recall

Parents were initially asked whether they had ‘seen, read or heard any advertising campaigns about being more physically active’. As Table 1.1 shows the campaign entered a relatively cluttered environment with 63% of parents in the Pre-campaign survey indicating they had been exposed to some form of advertising relating to physical activity. In the Follow-up survey unprompted awareness of physical activity advertising increased significantly to 74%.

Table 1.1: Unprompted Recall of Physical Activity Advertising in the Media – Parents

	Pre-campaign January 2006 n=587 %	Follow-up May 2006 n=600 %
Aware of advertising	63	74 a
Not aware of advertising	36	24 a
Don't know	1	2
BASE: All respondents		

When asked to describe what it was they read, saw, or heard, parents in both the Pre-campaign and the Follow-up described a wide variety of advertising (Table 1.2), further suggesting that the campaign entered a very cluttered environment. In the Baseline study the key areas of recall were in regards to general physical activity advertising (37%) and Life Be In It (21%), whereas in the Follow-up the key areas of recall were in regards to the ‘Get Moving’ campaign (43%) and general physical activity advertising (41%). A more detailed table is included in Appendix A (see Table 1.2A).

Table 1.2: Unprompted Description of Physical Activity Campaigns Seen, Read or Heard - Parents

	Pre-campaign January 2006 n=372 %	Follow-up May 2006 n=445 %
“Get Moving” references Nett	10	43 a
General messages Nett	37	41
Life Be In It Nett	21	11a
Advertisements Nett	4	0 a
Taglines Nett	3	1 a
Articles Nett	4	0 a
Other Nett	22	42 a
Don’t know	18	6 a

BASE: Respondents who demonstrated unprompted recall for physical activity

In terms of unprompted recall of the ‘Get Moving’ campaign, there were a large number of references to “the chair” suggesting that the chair was a very memorable device capable of delivering the key messages relating to activity. In fact, the most commonly recalled aspect of the campaign was the part of the Television commercial where the “chair kicks the kids off and plays with them” (19%), whilst there were numerous other references to the “chair” (Table 1.3).

Table 1.3: Unprompted References to the ‘Get Moving’ Campaign - Parents

	Pre-campaign January 2006 n=372 %	Follow-up May 2006 n=445 %
‘Get Moving’ references Nett	10	43 a
Chair kicks kids off and plays with them	-	19
Kids should spend less time watching TV and playing video games	3	8 a
Kids swimming in a pool with a chair	-	6
Red chair campaign/the one with the red chair	-	6
Advert on TV featuring a red chair that encourages kids to be more active	4	6
Moving chair/couch/encouraging kids to be active	-	4
Girl playing basketball with a chair	-	3
The song/music “you’ve gotta move it”	1	2
Talking chair encouraging kids to be more active	-	1
Tagline “‘Get Moving’ for an hour or more a day”	1	0
Girls dancing around with a chair	0	0

BASE: Respondents who demonstrated unprompted recall for physical activity

Unprompted Sources of Advertising Awareness

As expected, television was the predominant source for physical activity advertising awareness. Over nine out of ten parents indicated that television was their source of awareness, a significant increase from the Pre-campaign survey (84%).

Other major sources of unprompted awareness included print and radio advertising, however there was no real change in awareness for these sources from the Pre-campaign measure to the Follow-up measure.

Table 1.4: Unprompted Sources of Awareness - Parents

	Pre-campaign January 2006 n=372 %	Follow-up May 2006 n=445 %
Television Nett	84	93 a
TV advertising	70	84 a
TV news/current affairs	18	20
Television program	9	10
Print Nett	27	27
Newspaper article	13	14
Magazine article	8	6
Newspaper advertising	8	7
Magazine advertising	3	3
Brochure/booklet	1	3 a
Radio Nett	12	13
Radio advertising	8	9
Radio program	4	2
Radio news	1	2

Table 1.4: Unprompted Sources of Awareness – Parents Continued

Other Nett	5	11 a
Sign/poster at fitness centre/courts	2	0 a
Website	1	1
Local area health service	1	1
School activity/education program	1	3
Word of mouth	0	1
Doctor/GP	0	1
School newsletter	-	1
Poster	-	1
Billboard	-	0
Cinema	-	0
Bus/tram	-	0
Other	0	2 a
Don't know/can't say	1	1
BASE Respondents who demonstrated unprompted recall of advertising for physical activity		

1.2 'Get Moving' Campaign Awareness

Prompted Recall of 'Get Moving' Television Advertising

A large proportion of parents (72%) indicated that they had seen the advertising based on the description read to them over the phone. Not surprisingly, this represents a significant increase from the Pre-campaign measure, where 5% claimed to have seen the TV advertising despite it not being aired.

Table 1.5: Prompted Recall of 'Get Moving' Television Advertising - Parents

	Pre-campaign January 2006 n=587 %	Follow-up May 2006 n=600 %
Aware of advertising	5	72 a
Not aware of advertising	95	28 a
Don't know	0	0
BASE: All respondents		

Parental Perceptions of Child's Awareness of 'Get Moving' Television Advertising

Almost eight in ten parents (79%) who claimed to have seen the TV advertising in the Follow-up believed their child had also seen the advertisement.

Table 1.6: Parental Perception of Child's Awareness of 'Get Moving' Television Advertising - Parents

	Follow-up May 2006 n=431 %
Aware of advertising	79
Not aware of advertising	13
Don't know	8

BASE: Respondents who demonstrated prompted recall of the physical activity TV advertisement

Perceived Main Message of 'Get Moving' Television Advertising

Clearly the 'Get Moving' campaign was seen as having the key messages of being physically active as well as minimising time spent using electronic media. When asked what they believed the main message of the TV advertisement was, the most common responses were those of "kids should be more physically active" (35%), "kids should spend less time watching TV and playing video games" (20%), "get off your backside and get active" (15%), and "get active/'Get Moving'" (10%), as detailed in Table 1.7.

Table 1.7: Perceived Main Message of the 'Get Moving' Television Advertising - Parents

	Follow-up May 2006 n=431 %
Kids should be more physically active	35
Kids should spend less time watching TV and playing video games	20
Get active/'Get Moving'	10
Go outside/get fresh air	5
Physical activity is fun	3

Table 1.7 continued: Perceived Main Message of the 'Get Moving' Television Advertising - Parents

You should exercise everyday for your health	3
It is easy to be active	2
Tagline "Get Moving' for an hour or more a day"	2
Tagline "Get Moving' for an hour a day"	2
Parents should encourage their kids to be active	1
Reduce obesity	1
Improve health	0
Other (Specify)	1 a
Don't know	1 a

BASE: Respondents who demonstrated prompted recall of the physical activity TV advertisement

Prompted Recall of 'Get Moving' Print Advertising

Around one in ten parents indicated they had seen the print advertising for the 'Get Moving' campaign. However, it is difficult to determine the level of cut through for print advertising, as a similar proportion claimed to have seen the print advertising in the Pre-campaign survey (Table 1.8).

Table 1.8: Prompted Recall of 'Get Moving' Print Advertising - Parents

	Pre-campaign January 2006 n=587 %	Follow-up May 2006 n=600 %
Aware of advertising	10	9
Not aware of advertising	89	89
Don't know	1	2

BASE: All respondents

Nett Recall of the 'Get Moving' Campaign

Overall, three quarters of parents were exposed to the 'Get Moving' campaign either through television and/or print advertising. This was a significantly higher proportion of parents compared to those found in the Pre-campaign survey (14%), as would be expected (Table 1.9). In an overall sense this is a good indication that the campaign achieved cut through in a cluttered environment.

Table 1.9: Nett Recall of the 'Get Moving' Campaign Elements - Parents

	Pre-campaign January 2006 n=587 %	Follow-up May 2006 n=600 %
Aware of at least one campaign element	14	75 a
Not aware of any campaign element	86	25 a

BASE: All respondents

Campaign Messages

Overall, the key messages relating to physical activity 'for an hour or more each day', that 'it's easy and fun', that 'parents should encourage their kids', and 'limiting screen time' were successfully communicated by the 'Get Moving' campaign. That is, when asked to what degree they felt these messages were communicated, the majority of parents suggested they were communicated 'a lot' or 'a little'.

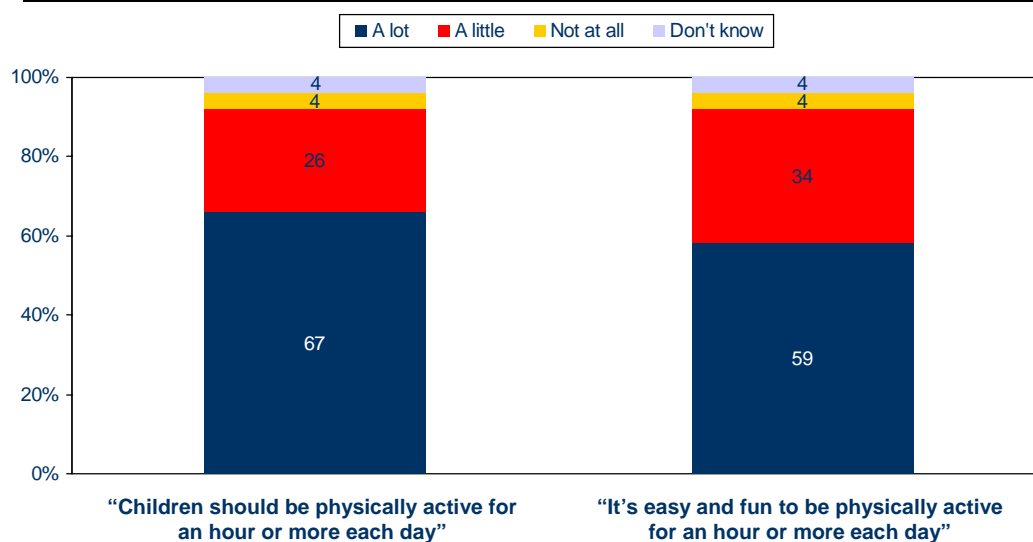
According to parents, the strongest communication was in regards to:

- "Children should be physically active for an hour or more each day" (67% felt this was communicated 'a lot', 26% 'a little'); and
- "It's easy and fun to be physically active for an hour or more each day" (59% 'a lot', 34% 'a little'); followed by
- "Parents should encourage their kids to be physically active for an hour or more each day" (57% 'a lot', 32% 'a little'); and
- "Kids should limit screen time to no more than 2 hours a day" (44% 'a lot', 40% 'a little').

As shown in Figure 1.2, parents were less likely to indicate that the screen time message was communicated 'a lot' compared to other campaign messages. This was understandable considering it was not explicit in the TV advertisement but did feature in one of the two print advertisements for parents. However as previously mentioned, the print advertising had limited cut through, so it was unlikely that the message regarding the two hour limit got through to parents. Rather, the visuals in the TV campaign simply communicated the notion of

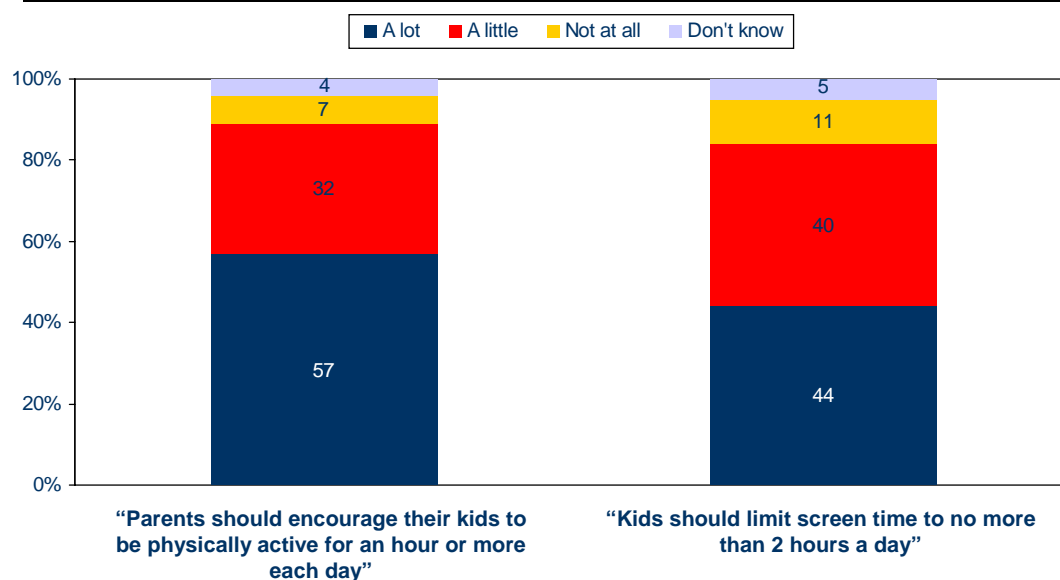
getting children away from electronic media and getting them outside and active.

Figure 1.1: Agreement Regarding Activity Message Communication – Parents



BASE: Respondents who demonstrated prompted recall of the physical activity advertising campaign

Figure 1.2: Agreement Regarding Encouragement and Screen Time Message Communication – Parents



BASE: Respondents who demonstrated prompted recall of the physical activity advertising campaign

1.3 Physical Activity Knowledge

Aside from assessing the level of campaign awareness and message take out, another key measure was in regards to parents' knowledge of the current Australian recommendations for children's physical activity and electronic media use.

Daily Physical Activity Requirements for Children & Young People

Interestingly, there was a significant increase in awareness of the recommended level of physical activity for children in the Pre-campaign measure (up to 36% from 26% in the Baseline), but no increase from the Pre-campaign to the Follow-up survey. This suggests there have been a number of different sources of information exposed to parents over this time span (from April 2005 to May 2006), and that the 'Get Moving' campaign has not affected levels of awareness of recommendations.

The findings across all three surveys (Table 1.10) also indicate that there is uncertainty amongst parents with the current Australian recommendation for children's physical activity, with there being confusion as to whether 20 minutes, 30 minutes or an hour is required. This was not surprising considering the variety of information that is in the community regarding physical activity requirements.

Table 1.10: Perceived Recommended Time That Children and Young People Should be Physically Active Per Day - Parents

	BAHAA Baseline April 2005 n=1200 %	Pre-campaign January 2006 n=587 %	Follow-up May 2006 n=600 %
Less than 20 min of physical activity every day	1	-	1
At least 20 mins of physical activity every day	17	12 a	17 a
At least 30 mins of physical activity every day	47	36 a	36
At least 1 hour of physical activity every day	26	36 a	36
At least 2 hours of physical activity every day	7	10 a	8
Other	-	3	0 a
Don't know	1	3 a	2

BASE: All respondents

Recommended Time Using Electronic Media for Children & Young People

Overall, the majority of parents across the three surveys believed that the recommended time children should spend on electronic media was two hours or less a day, with most believing it was 'not more than an hour' (Table 1.11). The proportion of parents correctly indicating 'not more than two hours a day' was significantly higher in the Pre-campaign (37%) compared to the Baseline (29%), whilst this proportion slightly dropped in the Follow-up survey (34%), again suggesting there is a variety of information in the community aside from the 'Get Moving' campaign.

Ultimately 34% of parents in the Follow-up correctly identified the current Australian recommendation for children's electronic media use as not more than two hours. Again there was no expectation to see significant changes in awareness of the recommendations given that this message was only explicitly mentioned in one of the two print advertisements for parents, and the print had limited recall (as discussed previously).

Table 1.11: Perceived Recommended Time That Children and Young People Should Spend Using Electronic Media for Entertainment - Parents

	BAHAA Baseline April 2005 n=1200 %	Pre-campaign January 2006 n=587 %	Follow-up May 2006 n=600 %
None/zero	1	1	-
Not more than 1 hour a day	66	50 a	58 a
Not more than 2 hours a day	29	37 a	34
Not more than 3 hours a day	2	6 a	4
Not more than 4 hours a day	1	2	0 a
Other	-	1	1
Don't know	2	4 a	3

BASE: All respondents

1.4 Reported Action Taken as a Result of the 'Get Moving' Campaign

Campaign Prompted Action

In the Follow-up survey, 37% of parents who recalled the 'Get Moving' campaign indicated it had prompted them to do or think about doing things differently.

Table 1.12: Action Taken as a Result of the 'Get Moving' Advertising Campaign - Parents

	Follow-up May 2006 n=447 %
Yes	37
No	62
Don't know	1

BASE: Respondents who demonstrated prompted recall of the physical activity advertising campaign

Campaign Motivation for Families to be More Physically Active

For parents who had been prompted to take action as a result of the campaign, there was large agreement that the campaign also

motivated families to be more physically active. Amongst those who took action, 36% strongly agreed the campaign provided motivation whilst a further 48% agreed 'somewhat'.

Table 1.13: Agreement with the 'Get Moving' Advertising Campaign's Effectiveness in Motivating Family to be More Physically Active - Parents

	Follow-up May 2006 n=166 %
Strongly Agree	36
Somewhat Agree	48
Neither Agree nor Disagree	6
Somewhat Disagree	4
Strongly Disagree	3
Unsure	3

BASE: Respondents who took action having seen the campaign

Type of Action Taken

Parents who were aware of the 'Get Moving' campaign generally indicated that the campaign prompted them to exercise or at least think about exercise. The most common responses included "I am doing more exercise" (11%), "I am trying to get my kids to exercise more" (11%), and "it made me think about exercising more/being more active" (10%). Some parents also claimed the 'Get Moving' campaign prompted them to decrease their children's screen time (5%).

Table 1.14: Action Taken as a Result of the 'Get Moving' Advertising Campaign – Parents

	Follow-up May 2006 n=447 %
I am doing more exercise	11
I am trying to get my kids to exercise more	11 a
It made me think about exercising more/being more active	10
Decreased the amount of time spent in front of TV/computer	5
Eat healthier	4
It has made me participate in more physical activity with my family	3 a
Bought fitness equipment/joined gym	1
Talk about fitness more with family	1

Other	2
None	2
Don't know	0 a
Campaign did not prompt action ⁺	63

BASE: Respondents who demonstrated prompted recall of the physical activity advertising campaign

^aIncludes those saying didn't take any action and didn't know if they took any action

Incidence of Visiting the Healthy Active Website

Website visitation as a result of the campaign was very low, with only 2% of parents in the Follow-up survey visiting the website, as shown in Table 1.15.

Whilst this may appear to be a disappointing result, it is more of an indication of the proportion of parents seeking more information. That is, the campaign was thought to be relatively clear in communication terms, and as such few parents probably felt the need to investigate further. Additionally the website had limited prominence in the TV advertisement and the print executions (with the latter having questionable awareness levels).

Table 1.15: Incidence of Visiting Website - Parents

	Follow-up May 2006 n=600 %
Yes	2
No	98
Don't know	0

BASE: All respondents

^aThis question was introduced in the Follow-up

1.5 Physical Activity Patterns

Past Three Month Behaviour Change

Behaviour change was not anticipated due to the short nature of this campaign, behaviour change was measured and indicators have been positive. Across the three measures, around one in two parents claimed to have tried to change their behaviour in the three months prior to the survey, with most trying to increase physical activity. However as shown in Table 1.16, there was a greater proportion in the Pre-campaign measure attempting increased physical activity compared to the Baseline and Follow-up. It is our belief that these findings reflect seasonal variation, in that the Pre-campaign survey (unlike the other surveys), was conducted in the summer month of January.

Table 1.16: Family Behavioural Changes in Amount of Physical Activity (In Last 3 Months) - Parents

	BAHAA Baseline April 2005 n=1200 %	Pre-campaign January 2006 n=587 %	Follow-up May 2006 n=600 %
Yes, tried to increase amount	43	48 a	44
Yes, tried to decrease amount	1	2	2
No, haven't tried to change	56	51 a	54

BASE: All respondents

Factors Influencing Physical Activity Behaviour Change

In an overall sense, health related reasons appeared to be the most common influence for increase in a family's physical activity levels. As shown in Table 1.17, other common influences included getting out of the house, receiving advice from others and the time of year.

Parents from the Pre-campaign measure were less likely to claim a health related reason compared to those in the Baseline and Follow-up. However they were more likely to indicate the time of year as an

influence for increased physical activity. This trend is consistent with our belief that the Pre-campaign measure showed seasonal variation in physical activity levels.

A relatively small proportion of parents indicated that advertising/TV campaigns did influence their decisions to alter physical activity behaviour and this proportion slightly increased from the Baseline (3%) to the Follow-up (3%). The 'Get Moving' campaign was not an influence of physical activity behaviour change in the Baseline and Pre-campaign however it was mentioned in the Follow-up survey by 1% of parents.

Table 1.17: Influences in the Decision to Increase Family's Physical Activity - Parents

	BAHAA Baseline n=510 %	Pre-campaign n=279 %	Follow-up n=262 %
Health related reasons Nett	70	57 a	68 a
Top responses:			
Improve health in general/feeling tired/ healthier life/health reasons (unspecified)	48	34 a	48 a
To lose/control weight	21	17	22
To improve fitness/for sports	19	18	16
To get out of the house Nett	9	4 a	7
Advice from others Nett	2	2	6 a
Time of year Nett	3	17 a	4 a
To influence others/family to exercise more	10	9	13
To spend time together/family time	8	8	6
Advertising campaigns/TV campaigns	3	4	5
For fun/enjoyment/something to do	6	4	3
I just know that we need to exercise more/just aware we should be more active/it's common sense	2	7 a	3 a
"Get Moving" National Physical Activity Campaign	-	-	1
Other Nett	7	4	12
Don't know/no particular reason	4	2	4

BASE: Respondents who increased family physical activity

Physical Activity to Confer a Health Benefit – ‘Sufficient Time’

In order to calculate the overall level of activity being undertaken by parents in our sample, they were asked a number of questions about different levels of activity undertaken in the previous week, although these questions were only included in the Baseline and Follow-up survey. These questions covered:

- The number of times they had walked continuously, for at least 10 minutes, and the total time spent walking in that way (Table A and Table B/C in Appendix A);
- The number of times they had done any vigorous physical activity which made them “breathe harder or puff and pant” and the total time spent doing that activity (Table A and Table B/C in Appendix A); and
- The number of times they had done any other moderate physical activity, which they had already counted and the total time spent doing that activity (Table A and Table B/C in Appendix A).

In a general sense it is very difficult to look at the results from each of these questions and make an overall conclusion about what changes, if any, have occurred in regards to activity levels. As such, the tables detailing the findings from each of these questions have been appended.

Detailed in Table 1.18 (over the page) are the overall calculations for activity levels based on the levels of walking, moderate and vigorous physical activity reported by our sample. These calculations result in each individual being classified into one of three categories:

- Sedentary, as they recorded no minutes of physical activity in the past week;
- Insufficient, as they totalled less than 150 minutes of physical activity and less than 5 sessions within a week; and
- Sufficient, as they totalled 150 minutes or more of physical activity over at least 5 sessions in the previous week.

In an overall sense 8% of parents in the Baseline were classified as 'sedentary', 35% were doing 'insufficient' activity and the remaining 57% were classified as doing 'sufficient' activity. In the Follow-up survey there were no significant changes, with 10% being 'sedentary', 35% 'insufficient' and 55% 'sufficient'.

Significant changes were observed amongst males, with an increase in the proportion classified as 'insufficient' (up to 38%) and a corresponding decrease in the proportion considered to be doing 'sufficient' physical activity (down to 53%). There was a small but significant increase in the proportion of 'sedentary' females in the Follow-up survey.

Table 1.18: Percentage of People Achieving 'Sufficient' Time During the Previous Week by Gender

	BAHAA Baseline April 2005			Follow-up May 2006		
	Sedentary %	'Insufficient' %	'Sufficient' %	Sedentary %	'Insufficient' %	'Sufficient' %
Gender						
Men	10	25	65	9	38 a	53 a
Women	7	38	55	11 a	34	55
Persons	8	35	57	10	35	55

BASE: All respondents

Clearly, from Table 1.18 we can conclude that there has been no increase in parental physical activity levels across the timeframe of the 'Get Moving' campaign. However, this was not unexpected given that parents were considered the tertiary audience, (children being the primary, and teenagers the secondary, audience). Further, as mentioned previously, the campaign did not actually have an objective of behavioural change, particularly amongst parents, and finally, any change in behaviour is unlikely to occur as a result of a relatively short burst of advertising. In that sense, a much longer sustained campaign is likely to be needed if we are looking to change behaviour.

Parental Perceptions of Child's Physical Activity Levels

In each of the three surveys parents were also asked about the number of days their child/reference child had done 'a total of 60 minutes or more moderate to vigorous level physical activity including school based activities' as well as the number of days they or another adult in the household did any physical activity with their child/children.

As Table 1.19 shows, there was no significant change in the number of days children participated in at least 60 minutes of moderate to vigorous physical activity when comparing the Baseline (mean of 4.2 days) to that of the Follow-up (mean of 4.3 days). However, we did see a significant increase from the Baseline to the Pre-campaign measure and then a significant decrease from the Pre-campaign to the Follow-up, which we believe to be a seasonality issue. That is, the Pre-campaign Survey was conducted in the summer (January) and as such children tend to be more active because of the weather conditions.

Table 1.19: Total Days Child Has Spent on Moderate to Vigorous Physical Activity (of 60 mins or more) in the Last Week - Parents

	BAHAA Baseline April 2005 n=981 %	Pre-campaign January 2006 n=472 %	Follow-up May 2006 n=482 %
Nil	6	8	5
1 day	7	4 a	6
2 days	11	8	10
3 days	16	12 a	14
4 days	13	8 a	16 a
5 days	13	10	16 a
6 days	4	3	7 a b
7 days	27	43 a	24 a
Don't know/refused	3	5	2 a
Mean	4.2	4.8 a	4.3 a

BASE: Respondents with children aged 5-17 yrs

b = statistically significant differences between BAHAA Baseline and Follow-up

Child's Physical Activity Levels in Company of Adult

The pattern for the number of days in which an adult had participated with the child in the last week were similar to those of the child's own activity levels in that we saw a jump in activity levels in the Pre campaign measurement (up from a mean of 2.1 days in the Baseline to 3.3 days) then a decrease in the Follow-up Survey (back to a mean of 1.8 days). Again this jump seems to be a seasonal issue with greater activity levels being undertaken over the summer.

However, as shown in Table 1.20 we also saw a significant increase in the proportion of children who did not undertake any physical activity with an adult in the past week (up from 30% in the Baseline to 36% in the Follow-up), a significant decrease in the proportion doing activity with an adult everyday for the past week (9% in the Baseline to 6% in the Follow-up), and a significant decrease in the mean numbers of days activity with an adult in the past week (2.1 in the Baseline to 1.8 in the Follow-up).

Table 1.20: Total Days Adult Has Participated in Physical Activity with Child in the Last Week - Parents

	BAHAA Baseline April 2005 n=981 %	Pre-campaign January 2006 n=472 %	Follow-up May 2006 n=482 %
Nil	30	16 a	36 a b
1 day	17	10 a	17 a
2 days	17	16	17
3 days	14	14	13
4 days	6	10	5 a
5 days	3	7 a	4 a
6 days	1	2	1
7 days	9	22 a	6 a b
Don't know/refused	1	3 a	1 a
Mean	2.1	3.3 a	1.8 a b

BASE: Respondents with children aged 5-17 yrs

b = statistically significant differences between BAHAA Baseline and Follow-up

2 Children (9-12)

2.1 'Get Moving' Campaign Awareness

Prompted Recall of 'Get Moving' Television Advertising

A large proportion of children (93%) indicated they had seen the television advertising based on the description read to them over the phone. As shown in Table 2.1, this represents a significant increase from the Pre-campaign results in which 7% claimed to have seen the TV advertising, despite it not having been aired at that stage.

Table 2.1: Prompted Recall of Television Advertising Encouraging Children to be Physically Active - Children

	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Aware of advertising	7	93 a
Not aware of advertising	93	6 a
Don't know	-	1

BASE: All respondents

Perceived Main Message of the Television Advertising

As detailed in Table 2.2, the perceived main message of the 'Get Moving' campaign was unmistakably about kids being more physically active. When asked what they believed the main message of the TV advertisement was, the most frequent response was "kids should be more active" (39%) while "get active' 'Get Moving'" was mentioned by 18%. Encouragingly, another common response was that "kids should spend less time watching TV and playing video games" (19%).

Table 2.2: Perceived Main Message of the Physical Activity Advertisement- Children

	Follow-up May 2006 n=108 %
Be more active Nett	64
Kids should be more active	39
Get active/'Get Moving'	18
Physical activity is fun	4
It is easy to be active	3
To get out and be active/don't sit around	-
You should exercise everyday for your health	-
To be fit	-
'Get Moving' Taglines Nett	11
Tagline 'Get Moving' for an hour or more a day"	9
Tagline 'Get Moving' for an hour a day"	2
Balance what you eat with exercise Nett	-
To be healthy	-
Eat more healthily Nett	-
To eat healthily	-
Kids should spend less time watching TV and playing video games	19
Not enough Australians are physically active	-
Other	3
Don't know	3

BASE: Respondents who demonstrated prompted recall of the physical activity TV advertisement

Recall of the 'Get Moving' Slogan

In the Follow-up measure, 76% of children were aware of the campaign's slogan, "Get Moving' for an hour or more a day'. This represents a significant increase from to the Pre-campaign survey (37%), as detailed in Table 2.3.

Table 2.3: Recall of the "Get Moving for an Hour or More a Day" Slogan

	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Yes	37	76 a
No	61	24 a
Don't know	2	-

BASE: All respondents

Perceived Main Message of the ‘Get Moving’ Slogan

Almost half of the children surveyed believed the main message of the ‘Get Moving’ slogan was to “get more active/do more exercise” (49%). As detailed in Table 2.4, other common responses were “do more sports” (21%), “get outside/don’t stay inside” (20%) and “that we should exercise at least for an hour a day” (18%). Furthermore, 14% of children indicated that the main message of the slogan was “don’t sit around watching telly/ playing computer”, while, 12% believed it was to “get fit/it’s good to get fit”.

Table 2.4:

Perceived Main Message of the “‘Get Moving’ for an Hour or More a Day” Slogan -Children

	Follow-up May 2006 n=87 %
Get more active/do more exercise	49
Do more sports	21
Get outside/don’t stay inside	20
That we should exercise at least for an hour a day	18
Don’t sit around watching telly/playing computer	14
Get fit/it’s good to get fit	12
Get healthy/eat healthy	9
Don’t be lazy	4
Playing with friends	3
Outdoor activity can be fun/play outside more	2
Other	5
Don’t know	2

BASE: Respondents who demonstrated recall of the “‘Get Moving”” slogan

Prompted Recall of the ‘Get Moving’ Print Advertising

Just under one in three children (27%) indicated that they had seen the campaign magazine advertising (Table 2.5). This is a significant increase from the Pre-campaign measure in which 13% of children claimed to have seen such advertising before it had been released.

Table 2.5: Prompted Recall of the 'Get Moving' Magazine Advertising - Children

	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Aware of advertising	13	27 a
Not aware of advertising	85	69 a
Don't know	2	3

BASE: All respondents

Recall of 'Get Moving' Information on the Internet

Children were also asked if they had seen or read information about the 'Get Moving' National Physical Activity Campaign on a website. As shown in Table 2.7, 15% of children in the Follow-up survey indicated that they had seen 'Get Moving' information on a website.

Table 2.6: Recall of the 'Get Moving' Website Advertising - Children

	Follow-up May 2006 n=116 %
Aware of advertising	15
Not aware of advertising	85
Don't know	-

BASE: All respondents

Recall of the 'Get Moving' Campaign Competitions/Events

Encouragingly, around a quarter of children reported seeing peripheral competitions and events around the 'Get Moving' campaign, such as the Nova FM or regional radio events, or the Cartoon Network 'Get Up and Go' challenge.

Table 2.7: Recall of the 'Get Moving' Campaign Competitions/Events

	Follow-up May 2006 n=116 %
Yes	24
No	73
Don't know	2
BASE: All respondents	
*This question was introduced in Follow-up	

Nett Recall of the 'Get Moving' Campaign

Overall 99% of children in the Follow-up survey claim to have been exposed to at least one element of the campaign. This shows a significant increase from the Pre-campaign survey where 54% were aware of at least one element of the campaign.

The Pre-campaign figure is interesting for a number of reasons. Firstly, it is a more cumulative figure than that of the Follow-up figure. In the Follow-up, 93% claimed to have seen the Television commercial, which means we found another 6% of children who had seen elements other than the Television execution, whereas the Pre-campaign figure is more a result of different children claiming to have seen different elements so that when these are added we get to a total Nett figure of 54%.

Secondly, it highlights the difficulty of researching this type of advertising campaign amongst this target audience and the level of false recall that can be obtained.

Ultimately, the difference between the Television recall in the two surveys suggests that the campaign did achieve cut through and that it is the Pre-campaign Nett figure that is inflated rather than that of the Follow-up.

Table 2.8: Nett Recall of the 'Get Moving' Campaign Elements - Children

	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Aware of at least one campaign element	54	99 a
Not aware of any campaign element	46	1 a

BASE: All respondents

2.2 Physical Activity Knowledge and Importance

Physical Activity Knowledge

Whilst campaign awareness and message take out are key measures, it was also considered important to measure children's awareness of the current Australian recommendations for physical activity and time spent on electronic media.

Daily Physical Activity Requirement

As shown in Table 2.9, the proportion of children correctly stating the current Australian recommendation of 'at least one hour of physical activity a day' increased from 40% in the Baseline to 49% in the Pre-campaign measure. Interestingly, there was no increase from the Pre-campaign to the Follow-up measure which suggests the 'Get Moving' campaign did not affect recall of the current recommendation and that during this time span (from April 2005 to January 2006), there appears to be other sources of information affecting children's knowledge of recommendations.

Although there were no changes from the Pre-campaign and Follow-up measure with regards to recalling 'at least one hour a day', there were noticeable differences for other suggested requirements. In the Follow-up, children were significantly less likely to indicate that the minimal amount of physical activity a day was 'at least thirty minutes' (8% vs 18% in the Pre-campaign survey) and in fact were slightly more

likely to indicate that the minimum requirement was 'at least two hours of physical activity a day' (26% vs 20% in the Pre-campaign survey).

Table 2.9: Knowledge of Daily Physical Activity Requirement

	BAHAA Baseline April 2005 n=300 %	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Less than 20 minutes of physical activity every day	1	-	-
At least 20 minutes of physical activity every day	8	6	4
At least 30 minutes of physical activity every day	28	18	8 a
At least 1 hour of physical activity every day	40	49	49
At least 2 hours of physical activity every day	22	20	26
At least 3 hours of physical activity every day	-	5	2
At least 4 hours of physical activity every day	-	-	2
Other (Specify)	1	2	9 a
Don't know	1	1	1

BASE: All respondents

*Note: Respondents were read the following definition - Physical activity includes activities like walking, gentle swimming, social tennis etc. It can also include activities that make you breathe harder or puff and pant, for example. jogging, cycling, competitive football, competitive netball, etc.

Recommended Daily Electronic Media Use

As Table 2.1 demonstrates, there was no change in the proportion of children who correctly identified the recommendation for daily electronic usage. However it was encouraging to see a slight increase in the proportion who thought it was not more than one hour (37% up to 43%) and a slight decrease in the proportion who thought it was not more than three hours (16% down to 10%).

Table 2.10: Knowledge of Recommended Daily Electronic Media Use - Children

	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Not more than 20 - 30 minutes	1	1
Not more than 1 hour a day	37	43
Not more than 2 hours a day	37	36
Not more than 3 hours a day	16	10
Not more than 4 hours a day	5	7
Other (Specify)	1	2
Don't know	3	3

BASE: All respondents

Importance of Physical Activity

As shown in Table 2.6, there were no significant differences between the Baseline and Follow-up surveys in regards to the importance of physical activity to children, with around nine in ten considering it important in both surveys. There were however small shifts in the proportion classifying it as “very important” and “important”, 61% of children considered physical activity to be “very important” in the Baseline measure, 51% believed it to be “very important” in the Follow-up. Likewise, there was a small shift in the proportion of children indicating physical activity to be “important” in the Baseline (32%) and Follow-up (42%). These shifts are not significant and the important aspect is that children already considered physical activity to be important.

Table 2.11: Importance of Being Physically Active - Children

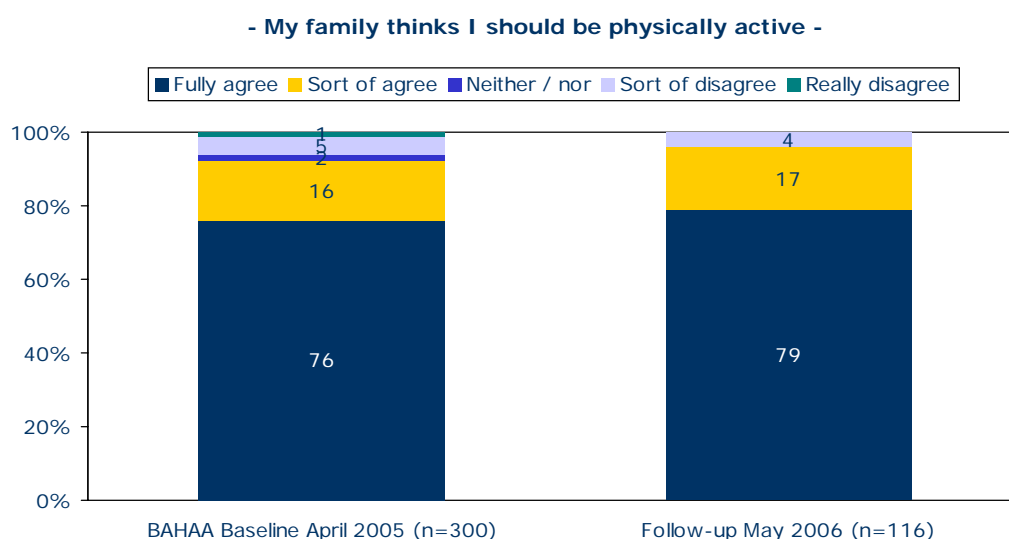
	BAHAA Baseline April 2005 n=300 %	Follow-up May 2006 n=116 %
Very Important	61	51
Important	32	42
Somewhat Important	6	7
Not Important	-	1
Don't know	1	-

BASE: All respondents

2.3 Family Attitudes Towards Physical Activity

There were no significant differences between the Baseline and Follow-up in the extent to which children agreed with the statement “My family thinks I should be physically active” (see Figure 2.1). While 76% of children fully agreed with the statement in the Baseline survey, 79% did so in the Follow-up. Likewise, there was no significant difference in the proportion of children who claimed that they “sort of agree” with this statement between the Baseline (16%) and Follow-up (17%). There was also no noteworthy difference in those who “sort of disagree” between the Baseline (5%) and Follow-up (4%).

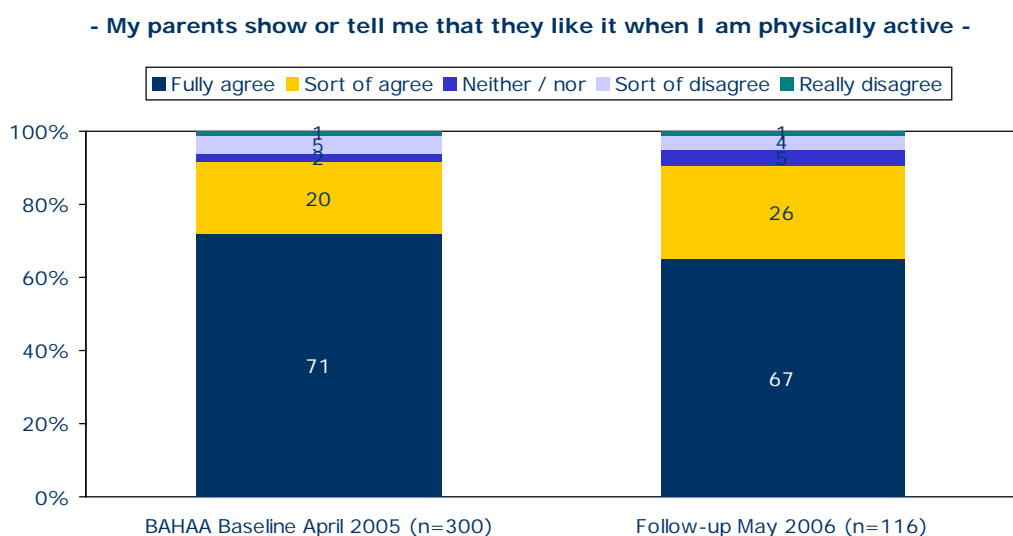
Figure 2.1: Family Attitudes Towards Physical Activity - Children



BASE: All respondents

As shown in Figure 2.2, there was no significant difference in the extent that children agreed with the statement “My parents show or tell me that they like it when I am physically active”. While 71% “fully agree” in the Baseline measure, 67% did so in the Follow-up. Likewise, 20% claimed to “sort of agree” with this statement in the Baseline and 26% in the Follow-up.

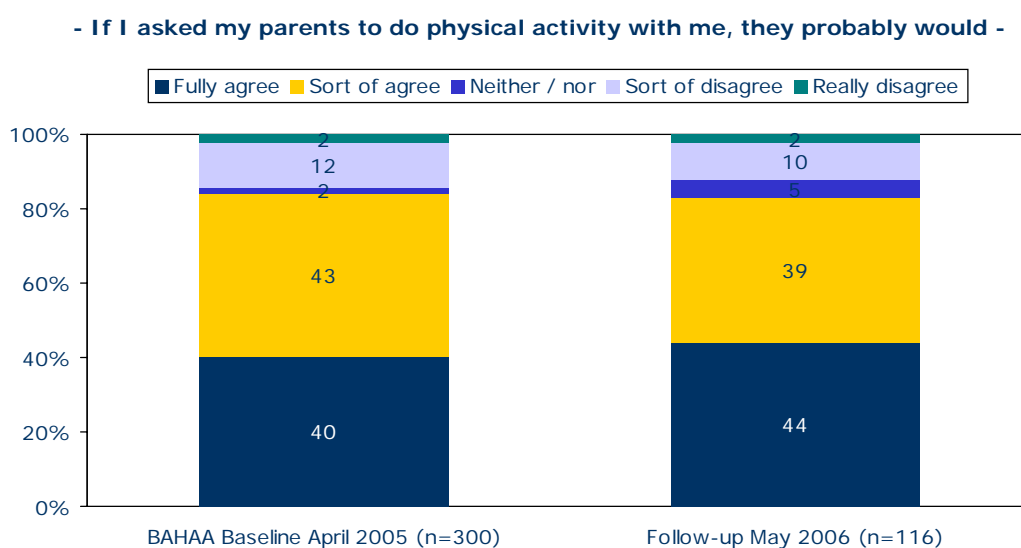
Figure 2.2: Parent Attitudes Towards Encouraging Physical Activity - Children



BASE: All respondents

In regards to the statement “If I asked my parents to do physical activity with me, they probably would”, there were again no significant differences in the extent of agreement. In the Baseline measure, 40% stated that they “fully agree” and 43% that they “sort of agree” while in the Follow-up, 44% agreed fully and 39% sort of agreed.

Figure 2.3: Parent Attitudes Towards Participating in Physical Activity with their Children - Children



BASE: All respondents

2.4 Reported Action Taken as a Result of the 'Get Moving' Advertising Campaign

Campaign Prompted Action

Encouragingly, 93% of children who had been exposed to the campaign agreed that they had taken action as a result of the 'Get Moving' campaign, which suggests that campaign influenced positive attitudes and beliefs regarding physical activity.

Table 2.12: Action Taken as a Result of the 'Get Moving' Advertising Campaign - Children

	Follow-up May 2006 n=115 %
Agree	93
Disagree	6
Don't know	1

BASE: Respondents who demonstrated prompted recall of physical activity advertising campaign

2.5 Physical Activity Patterns

Participation in Organised Sports

There was very little change in participation in organised sports across the three waves, although participation in summer (Pre-campaign) fell slightly. Amongst this age group there would seem to be more organised sport available throughout the Autumn and into the Winter.

Table 2.13: Incidence of Participating in Organised Sports Outside of School

	BAHAA Baseline April 2005 n=300 %	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Yes	79	73	78
No	21	27	22

BASE: All respondents

Total Time Spent on Electronic Media

Mean weekend electronic media viewing decreased slightly in the Follow-up, from a mean of 3.4 and 3.5 hours in the Baseline and Pre-campaign Surveys to 2.9 hours in the Follow-up. This is an encouraging finding, particularly as there were some key differences at both ends of the spectrum. That is, there was a slight increase in the proportion doing “less than one hour” and, a slight decrease in those doing “more than 6 hours” (Table 2.14).

Table 2.14: Total Time Spent Watching TV, Videos or DVDs on the Weekend

	BAHAA Baseline April 2005 n=300 %	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Less than 1 hour	10	9	14
1 - 2 hours	38	41	43
2.01 - 3 hours	17	11	12
3.01 - 4 hours	9	11	7
4.01 - 5 hours	7	8	8
5.01 - 6 hours	13	7	5
More than 6 hours	10	12	7
Don't know/refused	2	1	5
Mean (hours)	3.4	3.5	2.9
BASE: All respondents			

Patterns for electronic game play were even more encouraging with the Follow-up showing a significant increase in the proportion doing less than one hour and a significant decrease in the mean, as shown in Table 2.15 over the page.

Table 2.15: Total Time Spent Playing Computer Games, Playstation, Xbox or Gameboy on the Weekend

	BAHAA Baseline April 2005 n=300 %	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Less than 1 hour	40	32	54 a
1 - 2 hours	42	45	35
2.01 - 3 hours	6	9	3
3.01 - 4 hours	6	9	3
4.01 - 5 hours	1	3	1
5.01 - 6 hours	1	1	2
More than 6 hours	4	1	1
Don't know/refused	0	-	2
Mean (hours)	1.6	1.6	1.1 a
BASE: All respondents			

Computer use for homework also showed an encouraging shift in the right direction (Table 2.16). Both the mean number of hours and the proportion doing “less than one hour” changes significantly and for the better.

Table 2.16: Total Time Spent Using the Computer for Doing Homework on the Weekend

	BAHAA Baseline April 2005 n=300 %	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Less than 1 hour	70	62	80 a
1 - 2 hours	23	29	15 a
2.01 - 3 hours	3	5	1
3.01 - 4 hours	0	3 a	1
4.01 - 5 hours	1	-	1
5.01 - 6 hours	0	-	-
More than 6 hours	0	-	-
Don't know/refused	2	2	2
Mean (hours)	0.6	0.8	0.4 a
BASE: All respondents			

Total Time Spent Being Physically Inactive (Sedentary)

As each individual element (ie. watching, playing and homework) showed improvement, the overall level of sedentary time on a weekend also improved. In that sense mean sedentary time on a weekend decreased significantly from 5.9 hours in the Pre-campaign survey to 4.5 hours in the Follow-up. This also represents a good (but not significant) decrease from the Baseline.

Table 2.17: Total Time Spent Being Sedentary – eg. Watching Television, Video or DVDs, Playing Computer Games, Playstation, Xbox or Gameboy, or Doing Homework on Computer

	BAHAA Baseline April 2005 n=300 %	Pre-campaign January 2006 n=96 %	Follow-up May 2006 n=116 %
Less than 1 hour	7	3	7
1 - 2 hours	15	12	18
2.01 - 3 hours	16	13	18
3.01 - 4 hours	13	16	14
4.01 - 5 hours	9	9	8
5.01 - 6 hours	9	7	10
6.01 - 8 hours	11	13	9
8.01 - 10 hours	8	11	2 a
More than 10 hours	13	13	11
Don't know/refused	-	2	2
Mean (hours)	5.6	5.9	4.5 a
BASE: All respondents			

3. Teenagers (13-17)

3.1 'Get Moving' Campaign Awareness

Prompted Recall of Physical Activity Television Advertising

When read a description of the 'Get Moving' television commercial, 81% of teenagers in the Follow-up Survey claimed to have seen it (Table 3.1), which is a significant increase from the Baseline (when 7% claimed to have seen it).

Table 3.1: Prompted Recall of Television Advertising Encouraging Children to be Physically Active - Teenagers

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Aware of advertising	7	81 a
Not aware of advertising	92	19 a
Don't know	1	-
BASE: All respondents		

Perceived Main Message of the Television Advertising

Amongst those who claimed to have seen the television commercial, there was a good level of understanding of the main message, with 68% suggesting it was about being more active, and 12% recalling the tagline to some degree. A further 12% also suggested the commercial was saying that "kids should spend less time watching TV and playing video games", as shown in Table 3.2.

Table 3.2: Perceived Main Message of the Physical Activity Advertisement - Teenagers

	Follow-up May 2006 n=85 %
Be more active Nett	68
Kids should be more physically active	40
Get active/'Get Moving'	24
Physical activity is fun	3
It is easy to be active	2
'Get Moving' Taglines Nett	12
Tagline "Get Moving' for an hour each day"	10
Tagline "Get Moving' for an hour or more each day"	3
Kids should spend less time watching TV & playing video games	12
You should exercise everyday for your health	4
Go outside	2
Eat healthier	1
Other (Specify)	0
Don't know	-

BASE: Respondents who demonstrated prompted recall of the physical activity advertisement

Recall of the 'Get Moving' Slogan

The teenage sample was also asked whether they had 'seen or heard any ads using the phrase 'Get Moving' for an hour or more a day'. In the Follow-up Survey, 68% of teenagers claimed they were familiar with this phrase in an advertising sense, which is a significant increase from the 25% who suggested likewise in the Pre-campaign evaluation (Table 3.3). Again this 25% highlights the level of false recall obtained from this relatively young audience, when describing advertising over the telephone.

Table 3.3: Recall of the 'Get Moving' for an Hour or More a Day Slogan - Teenagers

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Yes	25	68 a
No	73	28 a
Don't know	2	4

BASE: All respondents

Perceived Main Message of the 'Get Moving' Slogan

Amongst those who recalled the 'Get Moving' slogan, the most common interpretation of the line was that of "get more active/do more exercise" (51%). However, as Table 3.4 shows, there were a large number of other similar interpretations such as "that we should exercise at least for an hour a day" (24%), "don't sit around watching telly/playing computer" (22%), "do more sports" (20%), and "get outside/don't stay outside" (18%). In an overall sense, teenagers clearly understand the intended meaning of the tagline.

Table 3.4: Perceived Main Message of the "Get Moving for an Hour or More a Day" Slogan - Teenagers

	Follow-up May 2006 n=70 %
Get more active/do more exercise	51
That we should exercise at least for an hour a day	24
Don't sit around watching telly/playing computer	22
Do more sports	21
Get fit/it's good to get fit	20
Get outside/don't stay inside	18
Get healthy/eat healthy	10
Don't be lazy	4
Outdoor activity can be fun/play outside more	0
Playing with friends	0
Other	2
Don't know	-

BASE: Respondents who demonstrated recall of the 'Get Moving' slogan

Recall of the 'Get Moving' Radio Advertising

Interestingly, the radio execution seems to have had little cut through. In both the Pre-campaign Survey and the Follow-up Survey 19% of teenagers claimed to have heard the radio execution. Given that there is no change across the two surveys we would have to question the extent to which it was genuinely recalled in the Follow-up survey.

Table 3.5: Recall of the 'Get Moving' Radio Advertising

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Aware of advertising	19	19
Not aware of advertising	79	81
Don't know	2	-
BASE: All respondents		

Prompted Recall of the 'Get Moving' Print Advertising

Recall of the Magazine executions was similar to that of the radio, with no change being observed from the Pre-campaign to the Follow-up (10% and 11%). Again we would therefore have to question the extent to which the Magazine advertising was genuinely recalled in the Follow-up.

Table 3.6: Prompted Recall of the 'Get Moving' Magazine Advertising

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Aware of advertising	10	11
Not aware of advertising	89	89
Don't know	1	-
BASE: All respondents		

Recall of 'Get Moving' Information on the Internet

When asked whether they had seen or read information about the campaign on a website, only 8% of teenagers in the Follow-up indicated they had, which represents a small but significant increase for the Pre-campaign measure (Table 3.7). There was therefore limited awareness of the campaign as a result of web based communication.

Table 3.7: Recall of the 'Get Moving' Website Advertising

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Aware of advertising	1	8 a
Not aware of advertising	99	91 a
Don't know	1	1
BASE: All respondents		

Recall of 'Get Moving' Campaign Competitions/Events

Recall of peripheral competitions and events surrounding the campaign was a little more positive with 14% of teenagers claiming to have seen competitions or events such as the Nova FM or regional radio 'Get Moving' events, or the Cartoon Network Get Up and Go Challenge.

Table 3.8: Recall of the 'Get Moving' Campaign Competitions/Events

	Follow-up May 2006 n=100 %
Aware of advertising	14
Not aware of advertising	84
Don't know	2
BASE: All respondents	
* Teens were not included in the Baseline, and this question was introduced in Follow-up	

Nett Recall of the 'Get Moving' Campaign

In an overall sense, 96% of teenagers claim to have been exposed to at least one element of the 'Get Moving' campaign (Table 3.9). Whilst the corresponding figure from the Pre-campaign measure was 46%, the significance difference between the two suggests that the campaign was successful in achieving a high level of cut through. In fact, the figure of 46% for the Pre-campaign Survey is far more cumulative than that of the Follow-up. That is, in the Pre-campaign measure we had different teenagers claiming awareness of different elements, which

eventually added to 46% in a Nett or total sense. In the Follow-up, on the other hand, 81% recognised the television commercial, and an additional 15% recognised one of the other elements but not the television.

Table 3.9: Nett Recall of the 'Get Moving' Campaign

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Aware of at least one campaign element	46	96 a
Not aware of any campaign element	54	4 a

BASE: All respondents

3.2 Physical Activity Knowledge & Importance

As with the parent and children samples, another key measure other than that of campaign awareness and message take-out was in regards to knowledge of the current Australian recommendations for children's physical activity and electronic media use, and the extent to which physical activity was considered important.

Daily Physical Activity Requirements for Children & Young People

When teenagers were asked how much time they believed people their age should spend being physically active per day, around half agreed it was "at least 1 hour", whilst a further quarter agreed it was "at least 30 minutes" in both the Pre-campaign and Follow-up surveys (Table 3.10). However, we did see an increase in the proportion who correctly identified that "at least 1 hour" was required, from 47% in the Pre-campaign Survey to 58% in the Follow-up, although that was not a significant increase.

Table 3.10: Knowledge of Daily Physical Activity Requirement

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Less than 20 minutes of physical activity every day	-	-
At least 20 minutes of physical activity every day	5	7
At least 30 minutes of physical activity every day	27	24
At least 1 hour of physical activity every day	47	58
At least 2 hours of physical activity every day	16	10
Other (Specify)	-	1
Don't know	2	-

BASE: All respondents

*Note: Respondents were read the following definition - Physical activity includes activities like walking, gentle swimming, social tennis etc. It can also include activities that make you breathe harder or puff and pant, for example. jogging, cycling, competitive football, competitive netball, etc.

Recommended Daily Electronic Media Use

Awareness of the recommendations for electronic media usage was less straightforward, with teenagers in the Follow-up being less likely to suggest it was 'not more than 1 hour' (26% vs 33%) or 'not more than 2 hours' (30% vs 36%) but being more likely to say that it was 'not more than 3 hours' (30% vs 15%). Only the later change was deemed statistically significant as shown in Table 3.11. Whilst not achieving an increase in the proportion nominating the '2 hours' as the recommendation, it could be concluded that there has been a shift in the right direction. Further, it should again be noted that at least in terms of the teenager target audience, there was little or no explicit reference to the two hour recommendation regarding electronic media.

Table 3.11: Knowledge of Recommended Daily Electronic Media Use

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Not more than 1 hour a day	33	26
Not more than 2 hours a day	36	30
Not more than 3 hours a day	15	30 a
Not more than 4 hours a day	14	8
Not more than 5 hours a day	-	1
Other (Specify)	1	4
Don't know	1	-

BASE: All respondents

Importance of Physical Activity

In an overall sense, the majority of teenagers in the Follow-up believed that being physically active was important (Table 3.12), with 43% suggesting it was 'very important' and additional 43% suggesting it was 'important'. A further 9% suggested that it was only 'somewhat important'.

Table 3.12: Importance of Being Physically Active

	Follow-up May 2006 n=100 %
Very Important	43
Important	43
Somewhat Important	9
Don't know	5

BASE: All respondents

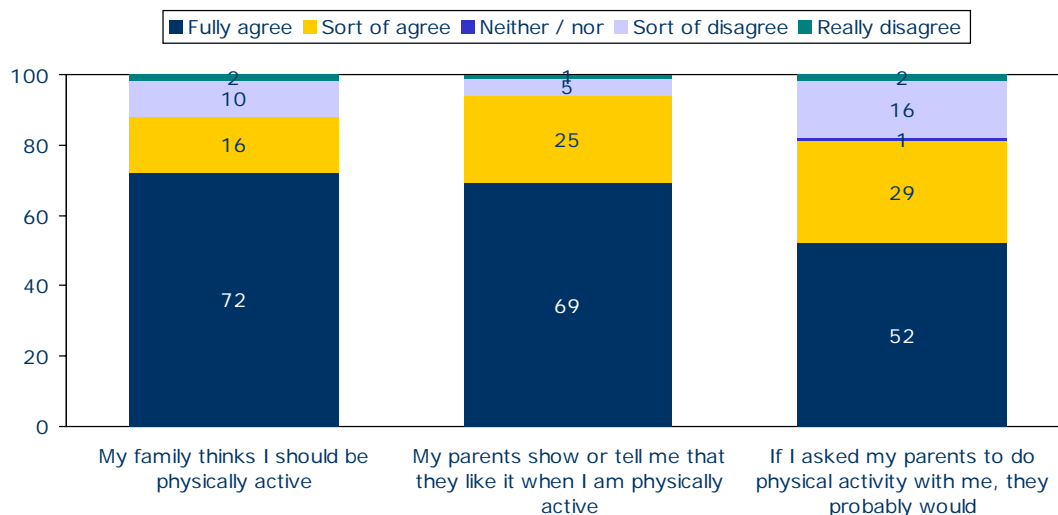
* Teens were not included in the Baseline, and this question was not included in the pre-campaign questionnaire

3.3 Family Attitudes Towards Physical Activity

In the Follow-up study all teenagers were asked to agree or disagree with a series of statements about themselves and their family in regards to physical activity.

As Figure 3.1 shows, there was varying agreement with these statements, with 88% agreeing that their family thinks they 'should be active' (72% fully agree), 94% agreeing that their parents 'show or tell' them they like it when they are physically active (69% fully agree), and 81% agreeing that if they asked their 'parents would do physical activity with' them (52% fully agree). It was not surprising that the later statement received the lowest level of 'full' agreement, as it is possibly more a reflection of teenagers' willingness to be seen with their parents than it is a reflection of their beliefs about their parent's willingness to join them in physical activity.

Figure 3.1: Family Attitudes Towards Physical Activity



BASE: All respondents, (Follow-up May 2006, n = 100)

*Teens were not included in the Baseline, and this question was not included in the pre-campaign questionnaire

3.4 Reported Action Taken as a Result of the ‘Get Moving’ Advertising Campaign

Campaign Prompted Action

In a perceptual sense the campaign was well received by teenagers as 84% of those who claimed to have been exposed to the campaign suggested that it encouraged them to “Get Moving and be more active”.

Table 3.13: Action Taken as a Result of the ‘Get Moving’ Advertising Campaign

	Follow-up May 2006 n=95 %
Agree	84
Disagree	16
Don't know	1

BASE: Respondents who demonstrated prompted recall of physical activity advertising campaign

3.5 Physical Activity Patterns

Participation in Organised Sports

Interestingly, we saw a decrease in the proportion of teenagers participating in organised sports outside of school hours. In the Pre-campaign Survey, 63% reported participation in organised sports outside of school, whereas in the Follow-up Survey this figure decreased slightly (but not significantly) to 51%, as can be seen in Table 3.14. In the case of teenagers we believe this may well be a reflection of the timing of the two surveys, in that the Pre-campaign Survey was conducted in late January at the beginning of the school year, meaning the full school workload may not have begun for teenagers, whereas the Follow-up was conducted in May, which is likely to result in far greater workloads for teenagers.

Table 3.14: Incidence of Participating in Organised Sports Outside of School

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Yes	63	51
No	37	49

BASE: All respondents

Total Time Spent on Electronic Media

Whilst we didn't see much improvement in awareness of the recommended levels of usage of electronic media we did see a slight, although not significant, decrease in the mean number of hours spent watching TV, videos or DVD's on the weekend, with the largest decrease being in the 'more than 6 hours' bracket. In that sense, there has been some decline in electronic media watching amongst teenagers over the timeframe of the campaign, as demonstrated in Table 3.15.

Table 3.15: Total Time Spent Watching TV, Videos or DVDs on the Weekend

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Less than 1 hour	5	6
1 - 2 hours	34	37
2.01 - 3 hours	11	14
3.01 - 4 hours	17	17
4.01 - 5 hours	11	9
5.01 - 6 hours	9	11
More than 6 hours	12	4
Don't know/refused	1	1
Mean (hours)	3.8	3.4

BASE: All respondents

As Table 3.16 shows, there was also a decrease in the mean number of hours that teenagers spent playing electronic and computer games

from 2.0 hours in the Pre-campaign Survey to 1.4 hours in the Follow-up Survey. In a more specific sense, those in the Follow-up were slightly more likely to play games for less than hour (51% vs 42%), or for 1-2 hours (33% vs 29%), and slightly less likely to spend 3-4 hours (2% vs 7%), 4-5 hours (2% vs 6%), or more than 6 hours (1% vs 7%). Again this is an encouraging shift.

Table 3.16: Total Time Spent Playing Computer Games, Playstation, Xbox or Gameboy on the Weekend

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Less than 1 hour	42	51
1 - 2 hours	29	33
2.01 - 3 hours	5	8
3.01 - 4 hours	7	2
4.01 - 5 hours	6	2
5.01 - 6 hours	3	2
More than 6 hours	7	2
Don't know/refused	1	1
Mean (hours)	2.0	1.4
BASE: All respondents		

Whilst we saw some encouraging but small shifts in the right direction in regards to watching electronic media and playing electronic games, the amount of time spent by teenagers doing homework on a computer on a weekend increased slightly, with the mean number of hours increasing from 1.5 hours in the Pre-campaign Survey to 1.9 hours in the Follow-up (Table 3.17). However, the key shift was a significant decrease in the proportion doing less than 1 hour (39% to 26%) and a corresponding significant increase in the proportion doing 1-2 hours (36% to 52%). Further, we would also suggest that this shift is most likely to be a result of the timing of the two Surveys as teenagers are likely to have more homework in May than they would in January when the school year has just begun.

Table 3.17: Total Time Spent Using the Computer for Doing Homework on the Weekend

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Less than 1 hour	39	26 a
1 - 2 hours	36	52 a
2.01 - 3 hours	11	13
3.01 - 4 hours	9	3
4.01 - 5 hours	2	2
5.01 - 6 hours	-	0
More than 6 hours	2	5
Don't know/refused	1	0
Mean (hours)	1.5	1.9

BASE: All respondents

Total Time Spent Being Physically Inactive (Sedentary)

The answers to the three previous questions were ultimately used to make a calculation of the total amount of sedentary time for each teenager over a weekend. Whilst we saw encouraging decreases for watching and playing electronic media, these were somewhat counterbalanced by the increase in screentime as a result of homework. The overall result was therefore a decrease in the mean number of sedentary hours spent on a weekend from 7.3 hours in the Pre-campaign Survey to 6.6 hours in the Follow-up Survey, as shown in Table 3.18. The greatest changes were observed at the two ends of the spectrum:

- The proportion with less than 1 hour sedentary time increased significantly from 2% to 10%;
- The proportion having 8-10 sedentary hours decreased slightly from 8% to 13%; and
- The proportion having more than 10 sedentary hours decreased slightly from 20% to 14%.

Table 3.18: Total Time Spent Being Sedentary – eg. Watching Television, Video or DVDs, Playing Computer Games, Playstation, Xbox or Gameboy, or Doing Homework on Computer

	Pre-campaign January 2006 n=106 %	Follow-up May 2006 n=100 %
Less than 1 hour	2	10 a
1 - 2 hours	9	9
2.01 - 3 hours	8	16
3.01 - 4 hours	12	10
4.01 - 5 hours	10	10
5.01 - 6 hours	10	5
6.01 - 8 hours	16	27
8.01 - 10 hours	13	8
More than 10 hours	20	14
Don't know/refused	1	0
Mean (hours)	7.3	6.6
BASE: All respondents		

In an overall sense, we can therefore conclude that we did see some shift (although not statistically significant) in the amount of weekend sedentary time for teenagers over the time frame of the campaign.

The background of the slide is white with several thick, wavy, yellow lines that create a sense of movement and depth. The lines are irregular and overlap, with some appearing more prominent than others. The overall effect is clean and modern.

Discussion & Conclusions

Discussion

In an overall sense the results of this evaluation indicate the campaign was successful in terms of meeting its communication objectives.

Firstly, the campaign achieved cut through in a very cluttered advertising environment. There was a high level of recall for both the television commercial (prompted recall between 72% and 93% for the three audiences) and the campaign overall (Nett recall of at least one element of the campaign was between 75% and 99%).

The cluttered environment was evidenced through the level of unprompted recall in both the Baseline and the Follow-up. There was a large variety of recall of advertising relating to physical activity ranging from references to 'Life Be In it', gym advertising, and fitness advertising, through to advertising for Television programs, articles in newspapers and magazines, references to school programs, and general recall of the advertising relating to the need for activity. The latter could also be attributed to various food and beverage brands that when advertising their product make reference to physical activity requirements for children (such as the Milo, Uncle Toby's, etc).

Secondly the campaign communication was clear in that each of the three audiences correctly recalled the main message of the campaign at both an unprompted and prompted level. That is, those who recalled the campaign in an unprompted sense, clearly understood the main message of the campaign, whilst those who recognised the campaign in a prompted sense agreed that it communicated the key messages of:

- the need to be physically active for an hour or more each day;
- the need to limit screen time;
- the importance of parent encouragement; and
- that it is easy and fun to be physically active.

The campaign has also had a positive effect on attitudes towards physical activity. A significant proportion of those who were exposed to the campaign believed that the campaign motivated them to be more physically active and/or caused them to think or act differently in regard to being physically active.

The campaign's effect on knowledge of the recommended level of physical activity and electronic media usage was minimal. Clearly the large number of differing messages about physical activity requirements that are in the community has caused some confusion with parents, whilst the message regarding electronic media usage was only explicitly provided in one parent print execution, which meant it had little exposure and (therefore) affect on knowledge levels. There were however, some encouraging shifts in the right direction in terms of knowledge of the recommendations amongst both children and teenagers, although we did not see significant increases in the proportion correctly identifying the recommended levels.

In terms of behaviour there were mixed results. As mentioned above a significant proportion of those exposed to the campaign believed it had prompted them to some form of action, however, comparison of physical activity levels across the three waves did not show any significant changes. We must however question the extent to which we expected to see significant changes amongst parents given that they were considered a tertiary target for the campaign and that the campaign was primarily referring to children's (and youth) activity physical levels.

Encouragingly we did see some shifts in physical activity levels and electronic media usage amongst both children and teenagers, which would suggest the campaign has had some affect on behaviour. In an overall sense, the greatest change was amongst children, where we saw mean weekend sedentary time decrease from 5.6 hours in the Baseline and 5.9 hours in the Pre-campaign to 4.5 hours in the Follow-

up. The change from the Pre-campaign to the Follow-up was significant but this was in part due to the elevated levels of sedentary time that occur in January.

There were also encouraging decreases in recreational electronic media usage in the teenage sample, however, these were somewhat offset by the increase in computer use for homework. Again there was some seasonal influence on these figures, with teenagers having a greater school workload in May than they do in late January.

Conclusions

The 'Get Moving' campaign has been successful in achieving cut through in a very cluttered environment, in communicating the key messages relating to the need for an hour or more physical activity each day for children and youth; and the need to limit screentime.

Whilst not significantly improving awareness of the recommendations regarding screentime and physical activity levels it has led to shifts in the right direction.

We also saw evidence that both children and teenagers were decreasing their sedentary time, whilst a significant proportion of all three audiences believed the campaign had caused them to act or think differently.

In an overall sense the campaign has therefore worked well in terms of heightening community awareness of the issue of physical activity for children and youth and has set a good platform for future initiatives aimed at behaviour change.



Appendix A: Additional Tables

Table 1.2A: Unprompted Description of Physical Activity Campaigns Seen, Read or Heard - Parents

	Pre-campaign January 2006 n=372 %	Follow-up May 2006 n=445 %
General Messages Nett	37	41
Saying that children don't do enough exercise/should do more	4	23 a
Be more active	28	15 a
It gave recommendations as to how much exercise you should do	3	9 a
It was about activities available to help you get fit	2	-
Physical activity is fun	2	-
It is easy to be active	1	-
"Get Moving" References Nett	10	43 a
Chair kicks kids off and plays with them	-	19
Kids should spend less time watching TV and playing video games	3	8 a
Advert on TV featuring a red chair that encourages kids to be more active	4	6
Kids swimming in a pool with a chair	-	6
Red chair campaign/the one with the red chair	-	6
Moving chair/couch/encouraging kids to be active	-	4
Girl playing basketball with a chair	-	3
The song/music "you've gotta move it"	1	2
Talking chair encouraging kids to be more active	-	1
Tagline "Get Moving' for an hour or more a day"	1	0 a
Girls dancing around with a chair	0	0
Life Be In It Nett	21	11 a
Life be in it/the old Norm ads	21	11 a
Advertisements Nett	4	0 a
Advert in newspapers encouraging kids and families to be more active	2	0 a
Advert in magazines encouraging kids and families to be more active	1	-
Cinema advert featuring a red chair that encourages kids to be more active	0	-
Taglines Nett	3	1 a
Tagline "Eat well, play well, live well"	3	1 a
Articles Nett	4	-
Article in newspapers encouraging kids and families to be more active	3	-
Article in magazines encouraging kids and families to be more active	1	-

Table 1.2A: Continued

	Pre-campaign January 2006 n=372 %	Follow-up May 2006 n=445 %
Other Nett	22	42 a
Talking about obesity in children	6	12 a
It was about eating properly	5	9 a
Federal Government ad campaign	-	6
Current affairs programs	-	4
Newspaper articles about health and exercise	-	4
School based campaign	-	2
It was about joining/going to gyms	2	2
Reducing problem of obesity	-	2
It was about the menus in school tuckshops	1	2
It was about losing weight	3	1 a
McDonalds advert encouraging kids to play outside	-	1
Go for your life	1	1
Fitness adverts	-	1
The Biggest Loser TV show	-	1
ABC TV show/Active kids	-	1
1000 steps program	-	1
It was about swimming lessons for kids	1	-
Other (Specify)	4	6
Don't know/can't say/don't recall	18	6 a

BASE: Respondents who demonstrated unprompted recall of advertising for physical activity

Table 1.17A: Influences in the Decision to Increase Family's Physical Activity - Parents

	BAHAA Baseline April 2005 n=510 %	Pre- campaign January 2006 n=279 %	Follow-up May 2006 n=262 %
Health related reasons Nett	70	57 a	68 a
Improve health in general/feeling tired/ healthier life/health reasons (unspecified)	48	34 a	48 a
To lose/control weight	21	17	22
To improve fitness/for sports	19	18	16
I am pregnant/have just had a baby/getting fitness back	1	-	2
To improve mental health/relieve or decrease stress	2	-	0
We are getting older and need to exercise to keep fit	2	-	-
I/family has health problems eg. Asthma, high cholesterol	2	-	-
To get out of the house Nett	9	4 a	7
They were spending too much time in front of the TV/computer/cutting down	4	4	7
To get out of the house/out and about	5	-	-
Advice from others Nett	2	2	6 a
Influence of friends or family	1	2	3
Advice from school	1	-	2
Influence of work place	-	-	1
Advice from health specialist	-	-	1
Time of year Nett	3	17 a	4 a
Cooler weather	-	-	3
We have more time available now	-	4	1 a
Its school holiday time	-	4	-
Weather, its nicer this time of year/daylight savings	-	10	-
The weather is getting better for exercise	3	-	-
To influence others/family to exercise more	10	9	13
To spend time together/family time	8	8	6
Advertising campaigns/TV campaigns	3	4	5
For fun/enjoyment/something to do	6	4	3
I just know that we need to exercise more/just aware we should be more active/it's common sense	2	7 a	3 a

Table 1.17A: Continued

	BAHAA Baseline April 2005 n=510 %	Pre- campaign January 2006 n=279 %	Follow-up May 2006 n=262 %
Biggest Loser/TV programs	-	-	2
News coverage	-	-	2
Cost of fuel	-	-	1
“Get Moving” National Physical Activity Campaign	-	-	1
Purchased new fitness equipment	-	-	1
For the social interaction/make new friends	2	-	1
We’ve moved to a house with a bigger garden/pool	-	1	-
I have become more aware due to media coverage	1	-	-
We got a dog and had to walk it	1	-	-
Other	2	3	5
Don’t know/no particular reason	4	2	4

BASE: Respondents who increased family physical activity

Table A: Sessions of Physical Activity in the Previous Week by Gender (percent)

Physical Activity	Gender					
	BAHAA Baseline April 2005			Follow-up May 2006		
	Men n=254 %	Women n=946 %	Persons n=1200 %	Men n=142 %	Women n=458 %	Persons n=600 %
Walking						
Nil	15	10	11	13	14 a	14
1-2	14	14	14	16	14	15
3-4	17	26	24	20	26	24
5 or more	54	50	51	51	46	47
Total	100	100	100	100	100	100
Moderate-intensity						
Nil	61	76	73	79 a	79	79 a
1-2	22	16	17	17	12 a	13 a

Table A: Continued

Physical Activity	Gender					
	BAHAA Baseline April 2005			Follow-up May 2006		
	Men n=254 %	Women n=946 %	Persons n=1200 %	Men n=142 %	Women n=458 %	Persons n=600 %
3-4	9	5	5	4	5	5
5 or more	8	3	5	1 a	4	3 a
Total	100	100	100	100	100	100
Vigorous-intensity						
Nil	42	54	51	41	54	51
1-2	25	23	24	29	21	23
3-4	15	15	15	15	14	14
5 or more	18	8	10	15	10	11
Total	100	100	100	100	100	100

BASE: All respondents

Table B: Total Time (minutes) Spent Being Physically Active During the Previous Week

Physical Activity	BAHAA Baseline April 2005 n=1200			Follow-up May 2006 n=600		
	Walking	Moderate- intensity	Vigorous- intensity	Walking	Moderate- intensity	Vigorous- intensity
Mean	172	40	79	186	33	84
75 th percentile	210	30	105	240	0	120
95 th percentile	630	240	360	840	210	390

BASE: All respondents

Table C: Mean Minutes Spent Being Physically Active During the Previous Week by Age Group and Gender

	BAHAA Baseline April 2005						Follow-up May 2006					
	Walking		Moderate-intensity		Vigorous-intensity		Walking		Moderate-intensity		Vigorous-intensity	
	Men n=254	Women n=946	Men n=254	Women n=946	Men n=254	Women n=946	Men n=142	Women n=458	Men n=142	Women n=458	Men n=142	Women n=458
34 or less	285.0	175.0	55.5	26.6	157.6	77.1	168.4	155.5	8.5	31.5	89.1	51.3
35 to 44	206.6	151.5	56.1	28.7	117.4	69.0	168.4	200.1	35.7	34.6	121.1	82.0
45+	168.0	183.4	107.6	31.9	95.9	64.1	201.8	200.2	40.2	31.9	173.1	59.6
All ages	199.4	165.1	79.5	28.8	112.9	70.4	181.2	187.9	33.5	33.1	136.3	68.3

BASE: All respondents

Table D: Percentage of People Reporting no Physical Activity (Sedentary) During the Previous Week

	Sedentary	
	BAHAA Baseline April 2005 %	Follow-up May 2006 %
Gender		
Men	10	9
Women	7	11 a
Persons	8	10
Age Group of Parents (years)		
34 or less	8	8
35-44	8	12
45+	7	9
Education		
Primary school-Year 10	13	12
Year 11-12	6	10
Trade apprenticeship/TAFE/diploma	8	9
University	7	10

BASE: All respondents

Appendix B: Questionnaires*

- * Note that as the questions pertaining to healthy eating have been removed from these questionnaires, question numbering is not always sequential.

Start Time: _____ Interviewer's Name: _____

Screening and introduction

INTRO: Good (...), my name is (...) from Woolcott Research. I'm calling on behalf of the Australian Government Department of Health and Ageing about a major study amongst parents and children to do with health issues affecting families today.

IF NECESSARY: The interview is totally confidential, and should take about 15 minutes. Your input will help the government develop educational programs for parents and children.

S1. May I first ask if there are any children under 18 years of age living in this household?

Yes	1	CONTINUE
No	2	TERMINATE, OUT OF SCOPE

S2. May I also ask if anyone in this household works in advertising or market research?

Yes	1	EXIT
No	2	CONTINUE

S3. GENDER: Record respondent's gender

Male	1
Female	2

Purchasing and Food Preparation Screening

S4. Could I please speak to the main food purchaser or food preparer in this household?

Yes, already speaking to them	1	CONTINUE
Yes	2	CONTINUE, REINTRODUCE IF NECESSARY
No, Refused	3	TERMINATE, IN-SCOPE REFUSAL
Not available	4	ARRANGE CALLBACK

Individual Physical Activity Participation

The next few questions ask about the physical activity you personally did IN THE LAST WEEK.

9a IN THE LAST WEEK how many times have you walked continuously, for at least 10 minutes, for recreation/exercise or to get to or from places?

_____ times

9b. IF 9a > 0, ASK: What do you estimate was the total time that you spent walking in this way IN THE LAST WEEK?

_____ minutes and/or _____ hours

The next four questions EXCLUDE household chores gardening and yard work.

10a. IN THE LAST WEEK, how many times did you do any vigorous physical activity which made you breathe harder or puff and pant? (e.g. jogging, cycling, aerobics, competitive tennis, etc.)

_____ times

10b. IF 10a > 0, ASK: What do you estimate was the total time that you spent doing this vigorous physical activity IN THE LAST WEEK?

_____ minutes and/or _____ hours

11a. IN THE LAST WEEK how many times did you do any other more moderate physical activity that you haven't already counted? (e.g. gentle swimming, social tennis, golf etc.)

_____ times

11b. IF 11a > 0, ASK: What do you estimate was the total time that you spent doing these activities IN THE LAST WEEK?

_____ minutes and/or _____ hours

Physical Activity Knowledge

12. What do you think is the current Australian recommendation for the amount of time that children and young people should spend being physically active per day? Is it? (Please select one)

(Note: Moderate level physical activity includes activities like walking, gentle swimming, social tennis etc. Vigorous level physical activity is any activity that makes you breathe harder or puff and pant, for example. jogging, cycling, competitive football, competitive netball, etc.)

- | | |
|--------------------------------------------------------------------------------|---|
| Less than 20 minutes of moderate to vigorous level physical activity every day | 1 |
| At least 20 minutes of moderate-to vigorous level physical activity every day | 2 |
| At least 30 minutes of moderate-to vigorous level physical activity every day | 3 |
| At least 1 hour of moderate- to vigorous level physical activity every day | 4 |
| At least 2 hours of moderate- to vigorous level physical activity every day | 5 |
| Other (Specify) _____ | 6 |
| Don't know | 7 |

I am now going to ask you some questions about current Australian physical activity recommendations for children and young people.

13. And what do you think is the current Australian recommendation for the amount of time that children and young people should spend using electronic media for entertainment (eg. computer games, Internet, TV), particularly during daylight hours. Is it? (Please select one)

- | | |
|-----------------------------|---|
| Not more than 1 hour a day | 1 |
| Not more than 2 hours a day | 2 |
| Not more than 3 hours a day | 3 |
| Not more than 4 hours a day | 4 |
| Other (Specify) _____ | 5 |

PRE S5 Now some questions about your own situation. Firstly, how many children under 18 years old do you have, including any who might live elsewhere?

Record number _____

S5 How old is your child / What are the ages of each of your children starting from the youngest?
(RECORD AGE IN YEARS AS OF LAST BIRTHDAY)

Child 1	___
Child 2	___
Child 3	___
Child 4	___
Child 5	___
Child 6	___
Child 7	___
Child 8	___
Child 9	___
Child 10	___
Child 11	___
Child 12	___

IF ONLY ONE CHILD AGED 5 TO 17 GO TO S7 OTHERWISE CONTINUE. IF ALL CHILDREN 0-4 GO TO 16a

S6 Of your children aged 5 to 17 years, how old is the one who that had the most recent birthday?

RECORD IN YEARS ___

S7 And is this child a girl or a boy?

Girl	1
Boy	2

Reference Child Physical Activity Behaviour

Once again thinking about this child.

14. In the past 7 days, how many days has this CHILD done a total of 60 minutes or more of moderate to vigorous level physical activity including school-based activities? (Note: Moderate level physical activity includes activities like walking, gentle swimming, social tennis etc. Vigorous level physical activity is any activity that makes you breathe harder or puff and pant, i.e. jogging, cycling, competitive football, competitive netball, etc.)

Enter number of days _____	
Refused	8
Don't know	99

Family Physical Activity Behaviour

Now thinking about your family

15. In the past 7 days, how many days did you or another adult in your household do any physical activities with your child(ren) including things like active games, sports or other physical activities? Please include only activities where both you and your child/ren were active.

Enter number of days _____	
Refused	8
Don't know	99

Family Physical Activity Behaviour Change

16a. In the past 3 months, have you tried to change the amount of physical activity that your family does? IF YES: Is that increase or decrease?

Yes, tried to increase amount	1	CONTINUE
Yes, tried to decrease amount	2	GO TO Q17a
No, haven't tried to change	3	GO TO Q17a

16b. What influenced you to try to get your family to exercise more? PROBE: Anything else? CODE ALL MENTIONED

To lose/control weight	1
Improve health in general /feeling tired/healthier life/health reasons (unspec)	2
To improve fitness / for sports	3
Advice from school	4
Influence of friends or family members	5
Advertising campaigns / TV campaigns	6
To influence others/ family-children /encourage children / family to exercise more	7
Other (Specify) _____	8
Don't know / no particular reason	99

Unprompted Recall - 2&5 and Physical Activity

17a. Now, thinking about advertising. Have you seen, read or heard any advertising campaigns about food and health or physical activity in the last few months?

Yes	1	CONTINUE
No	2	GO TO Q18a
Don't know	3	GO TO Q18a

17b. Where did you see, read or hear any part of this advertising campaign?

TV advertising	1
TV news / current affairs	2
Television program	3
Radio advertising	4
Radio news	5
Radio program	6
Cinema	7
Magazine article	8
Magazine advertising	9
Newspaper article	10
Newspaper advertising	11
Brochure / booklet	12
Website	13
Word of mouth	14
Bus / Tram	15
Local area health service	16
Doctor / General practitioner	17
School activity / education program	18
Information night	19
Other (Specify) _____	20
Don't Know / Can't say	99

17c. Can you describe what you saw, read or heard from this advertising campaign? Anything else? Anything else?

Article on eating more fruit and vegetables in magazine	1
Article on eating more fruit and vegetables in newspapers	2
Cinema advert showing a vegetable man	3
Cinema advert showing a vegetable woman with kids	4
Ad on TV showing a vegetable man	5
Ad on TV showing a vegetable woman with kids	6
Fruit and veg booklet	7
Article on importance of kids and families being active in magazine	8
Article encouraging kids and families to be active in newspapers	9
Cinema advert encouraging kids and families to be active	10
Ad on TV encouraging kids and families to be active	11
Physical activity booklet for families	12
Other (Specify) _____	13
Don't know / can't say / don't recall	99

Prompted recall – Physical Activity

23a. In the last few months, do you remember seeing any television advertisements encouraging children to be physically active?

Yes	1	CONTINUE
No	2	GO TO Q24
Don't know	3	GO TO Q24

23b. What would you say was the MAIN message of this advertisement? (SINGLE RESPONSE. DO NOT READ)

Physical activity is fun	1
You should exercise everyday for your health	2
It is easy to be active	3
Not enough Australians are physically active	4
Other (Specify) _____	5
Don't know	6

24. A series of full-page advertisements about the importance of physical activity were placed in magazines and newspapers. The ad also contained a number of hints and tips on being active with family. Do you recall seeing any of these advertisements?

Yes	1
No	2
Don't know	99

Action Taken as a Result of the Physical Activity Campaign

25a. IF CODE 1 AT Q23a OR 24, THEN ASK (ELSE GO TO D1): Do you think the physical activity campaign has prompted you to take any action?

Yes	1	CONTINUE
No	2	GO TO D1
Don't know	3	GO TO D1

25b. What action did you take?

Demographics

Finally just a few more questions to help us analyse the results of the survey.

PRIVACY STATEMENT: While we'd prefer that you answer all questions, if there is anything that you'd prefer not to answer, that's fine, just let me know.

D1. Firstly, would you mind telling me which of the following age groups you fall into? READ OUT

24 years or less	1
25 - 34 years	2
35 - 44 years	3
45 - 54 years	4
55+ years	5
Refused	6

D2. What is your present marital status? Would it be ... READ OUT.

Never Married	1
Married or de facto	2
Widowed	3
Divorced	4
Separated but not divorced	5
Refused (DO NOT OFFER)	6

D3. What is the highest level of education you have completed? READ OUT.

Primary school	1
Year 10 or below	2
Year 11 or below	3
Year 12 or below	4
Trade/apprenticeship	5
Other TAFE/Technical Certificate	6
Diploma	7
Bachelor Degree	8
Post-Graduate Degree	9
Other (Specify) _____	10
Refused	11

D4. What is your current employment status? Are you ... READ OUT.

Employed full-time	1
Employed part-time	2
Unemployed	3
Retired or on a pension	4
A full-time student	5
Engaged in home duties	6
Other (Specify) _____	7
Refused (DO NOT OFFER)	8

D5. IF CODES 1 OR 2 AT D4 ASK: What is your main occupation? PROBE FOR TITLE AND MAIN DUTIES. ELSE ASK: What was your most recent occupation?

Title _____

Duties _____

- D6. Would you mind telling me which of the following categories your household's approximate annual income from all sources, before tax, falls into? Would it be READ OUT
- | | |
|--------------------------------------|---|
| Less than \$ 40,000 | 1 |
| \$40,000–80,000 | 2 |
| Over \$80,000 | 3 |
| Don't know / Not sure (DO NOT OFFER) | 4 |
| Refused (DO NOT OFFER) | 5 |
- D7. What is the main language spoken in your home?
- | | |
|------------------------|---|
| English | 1 |
| Other (Specify) _____ | 2 |
| Refused (DO NOT OFFER) | 3 |
- D8. Are you from an Aboriginal or Torres Strait Islander background?
- | | |
|---------|---|
| Yes | 1 |
| No | 2 |
| Refused | 3 |
- D9. Do you currently smoke cigarettes?
- | | |
|---------|---|
| Yes | 1 |
| No | 2 |
| Refused | 3 |

CLOSE:

Thanks for participating in this survey. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Ageing. Ten per cent of my work is checked by my supervisor, so they may call you back to verify your participation. (RECORD NAME..).

RespondentsName: _____

Address: _____ Phone No.: _____

Start Time: _____ Interviewer’s Name: _____

Children’s– Screening and introduction

Thank you for your time.

We would also like to speak to children aged 9-12 years about the health issues that we just discussed.

May I speak to your child aged between 9 and 12 years please? (INTERVIEWER NOTE: You need to get parental permission before starting the interview)

EXPLAIN IF NECESSARY: The survey will be very short and will take about five to ten minutes to complete. We are happy for you to assist your child with the interview.

INTERVIEWER NOTE: PARENTAL PERMISSION REQUIRED: In order to show that I have got permission to proceed with this interview would you tell me your first name please?

Yes (RECORD NAME) _____
No (TERMINATE)
Parental Permission refused (TERMINATE)

RE-INTRODUCE YOURSELF, IF NECESSARY:

Good (.....), my name is (.....) calling on behalf of the Australian Government Department of Health from Woolcott Research. We are conducting a study on health issues that affect kids today.

The interview will take 5 to 10 minutes, and the answers you give will be completely confidential. Your answers will only be looked at together with the responses of hundreds of other kids we are talking to.

S1 (May I just confirm), how old were you at your last birthday?

- | | |
|----------|---|
| 9 years | 1 |
| 10 years | 2 |
| 11 years | 3 |
| 12 years | 4 |
| Refused | 5 |
| Other | 6 |

S2 RECORD GENDER

- | | |
|--------|---|
| Male | 1 |
| Female | 2 |

PA BEHAVIOUR

I am now going to ask you some questions about physical activity and exercise

5. Right now, do you participate in any organised sports or physical activity outside of school hours? This includes activities like soccer, football, netball, basketball, tennis, cricket, athletics, gymnastics, softball, baseball, martial arts, rowing, dancing, swimming, lifesaving, water polo etc.)

Yes	1
No	2
Refused	3
Don't know	4

Sedentary behaviour

On a normal weekend, how long do you spend doing the following things:

- 6a. Watching TV, videos or DVDs?

Hours _____ Minutes _____
Don't know 98
Refused 99

- 6b. Playing computer games on a computer, or Playstation or XBOX or Gameboy?

Hours _____ Minutes _____
Don't know 98
Refused 99

- 6c. Using the computer for doing homework?

Hours _____ Minutes _____
Don't know 98
Refused 99

Family Attitudes to PA

Now I am going to ask you some questions about how you and your family feel about physical activity

7. For the next questions, think about all the ways kids can be physically active, including all sports teams, Physical Education or P.E. lessons and physical activities you do in your free time including things like, walking, running, swimming, dancing, skate boarding and so on.

For each statement, please tell me if you agree or disagree. The first one is ... (INSERT STATEMENT), do you agree or disagree? IF AGREE ASK: Do you agree fully or sort of agree? IF DISAGREE ASK: Do you sort of disagree or really disagree?

	Fully agree	Sort of agree	Neither /nor	Sort of disagree	Really disagree
My family thinks I should be physically active	1	2	3	4	5
My parents show or tell me that they like it when I am physically active	1	2	3	4	5
If I asked my parents to do physical activity with me, they probably would	1	2	3	4	5

8. How important is being physically active to you? Is it ... (READ OUT)

Very Important	1
Important	2
Somewhat important	3
Not important	4
Don't know	99

Physical activity knowledge

9. How much time should kids your age spend being physically active per day. Do you think it is ...? READ OUT

At least 20 minutes of physical activity every day	1
At least 30 minutes of physical activity every day	2
At least 1 hour of physical activity every day	3
At least 2 hours of physical activity every day	4
Other (Specify) _____	5
Don't know	6

(Physical activity includes activities like walking, gentle swimming, social tennis etc. It can also include activities that make you breathe harder or puff and pant, for example. jogging, cycling, competitive football, competitive netball, etc.)

Prompted recall - PA

13a. In the last few months, do you remember seeing any television advertisements encouraging children to be physically active?

- Yes 1 CONTINUE
- No 2 GO TO D1
- Don't know 3 GO TO D1

13b. What would you say was the MAIN message of this advertisement? PROBE IF NECESSARY: What was the ad trying to say/tell you? (SINGLE RESPONSE. DO NOT READ OUT)

- Physical activity is fun 1
- You should exercise everyday for your health 2
- It is easy to be active 3
- Not enough Australians are physically active 4
- Other (Specify) _____ 5
- Don't know 6

Action taken as a result of the PA campaign

14a. Do you think the physical activity advertising has encouraged you to do anything different?

- Yes 1 CONTINUE
- No 2 GO TO D1
- Don't know 3 GO TO D1

14b. What did you do different? PROBE FULLY

Demographics

D1 What year of school are you currently in?

- | | | | |
|--------|---|---------|---|
| Year 3 | 1 | Year 7 | 5 |
| Year 4 | 2 | Year 8 | 6 |
| Year 5 | 3 | Other | 7 |
| Year 6 | 4 | Refused | 8 |

Thanks for participating in this survey. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Ageing. Ten per cent of my work is checked by my supervisor, so they may call you back to verify your participation. (RECORD NAME..).

RespondentsName:

Address: _____

PhoneNo.: _____

Interviewer's Name: _____ Number: _____

I certify that this is a true, accurate and complete interview taken in accordance with my instructions and conducted in accordance with the IQCA standards and the MRSA Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

Signature: _____ Finish Time: _____

Date: _____