

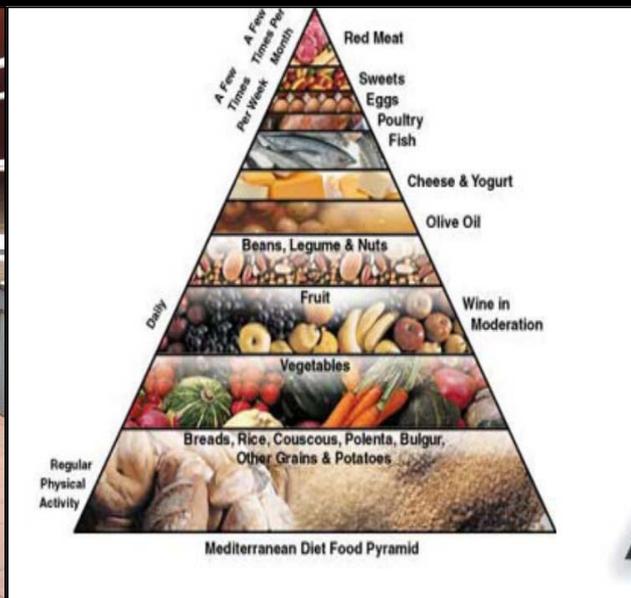
Discussion paper for consideration



“A community based solution!”



How can we get Indigenous kids eating healthy foods?



So they can grow up strong and healthy!

“prevention not intervention”



1. THE NEED

There is a need for Indigenous kids to have access to a wide variety of low cost healthy foods and drinks in community stores and takeaways so they can grow up healthy and strong.

“Primary health prevention”



2. THE ANSWERS/SOLUTIONS

Using the fast food industry concept of “pester power”, develop a healthy range of low cost branded foods and drinks that will appeal to kids. As an example Cuz Congress as a “branded” food hero

“Aboriginal ownership of the brand”



3. THE ACTIONS/OPTIONS

Develop a long term sustainable, funded production, distribution, marketing and communications strategy that has clear objectives, engages all sections of the community with targeted products and meets the needs of all stakeholders.



4. THE RESULT

A successful, goal orientated production, distribution and communication strategy that will inform, persuade and motivate Indigenous kids to eat healthy foods.

A community based solution!

What is

Pester power?



Today's kids black and white have more autonomy and decision-making power within the family than in previous generations, so it follows that kids are vocal about what they want their parents to buy.

"Pester power" refers to children's ability to nag their parents into purchasing items they may not otherwise buy.

Marketing to children is all about creating pester power, because advertisers know what a powerful force it can be.

According to the marketing industry book *Kidfluence*, pestering or nagging can be divided into two categories—"persistence" and "importance.

" Persistence nagging (a plea, that is repeated over and over again) is not as effective as the more sophisticated "importance nagging."

This latter method appeals to parents' desire to provide the best for their children, and plays on any guilt they may have about not having enough time for their kids.

The marriage of psychology and marketing

To effectively market to children, advertisers need to know what makes kids tick. With the help of well-paid researchers and psychologists, advertisers now have access to in-depth knowledge about children's developmental, emotional and social needs at different ages. Using research that analyses children's behaviour, fantasy lives, art work, even their dreams, companies are able to craft sophisticated marketing strategies to reach young people.

Marketers plant the seeds of brand recognition in very young children, in the hopes that the seeds will grow into lifetime relationships.

Pester power? How does it work?

There can only be one explanation for this, the researchers concluded: kids are influenced by fast food advertising.

Kids below the age of about eight can't tell the difference between truth and advertising.

Favourite characters like Shrek and Willy Wonka feature in the ad – along with wacky cartoons, catchy songs, prizes, competitions, and toys. In-store promotions reinforce the message. Mum doesn't have the energy/time/willpower to resist.

The product goes into the trolley.

It's called pester power. The Stanford University study shows just how effective it is. And our children are being bombarded with it.

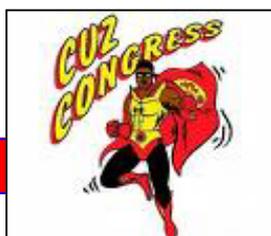
A 2003 study done by the Divisions of General Practice – representing almost all GPs across Australia – found there was an average of one junk food advertisement per ad break – in some cases up to three advertisements per ad break for different types of junk food – during children's television programs.

About 30 per cent of all ads in kids' viewing time are for food, and over 99 per cent of these are for junk food – hamburgers, pizza, fried chicken, soft drink, ice cream and chocolate.

These foods are high in fat, sugar and/or salt with little nutritional value.

But they account for, on average, about 40 per cent of kids' energy intake.

SO HOW CAN WE TURN THIS NEGATIVE INTO A POSITIVE?





Develop a range of healthy foods and drinks using the Cuz Congress "brand"

Say 50 core products
Plus labels for fruit and vegetables



Possible brand partner



Heart Foundation in the news:

Heart Foundation conducts study into private label food products

We recently conducted a study investigating the nutritional profile of private labels versus branded label food products.

The study compared the nutritional profile of private label products with branded products, analysing almost 5,000 packaged food products across 28 food categories sold in Australian supermarkets. These included foods Australians buy most frequently.

The full details won't be available till later this year, but in brief, we found:

- The results found private label products, in general, contained significantly more energy, sodium, saturated and trans fats than branded products on a per 100g basis;
- Despite the smaller serve sizes, the saturated fat content per serve for private label products was still significantly higher than for branded products;
- Significant differences between private label products and branded products occurred across the majority of food categories.

The Heart Foundation's sole concern is the health of Australians. In tough economic times we all look to make savings. Recent surveys indicate that people are switching to supermarket brands so we want supermarkets to make sure that healthier foods don't have to be more expensive foods.

In the meantime, we encourage you to compare products you buy by checking the nutrition information panels on pack. Alternatively, look for foods with the Heart Foundation Tick. These foods have been independently tested to meet strict nutrition standards for things like saturated and trans fat, salt, kilojoules and fibre.

A note on fees:

The Heart Foundation Tick must be earned – no exceptions! As the Heart Foundation is a not-for-profit organisation, the Tick must raise its own funds to operate. We do this by charging companies meeting all the Heart Foundation's standards a license fee. Every cent that comes into Tick goes back into making the foods we eat healthier

Possible brand partner



Our Position on Front of Pack Labelling

- The Heart Foundation is supportive of any initiative that genuinely guides people to healthier food and drink choices.
- Labelling schemes must help Australians make healthier food and drink choices, not further confuse people or short-change them on important nutritional messages.
- The best labelling scheme for Australians is not one that they prefer but one that drives them to make healthier choices.

Any labelling scheme must result in real changes to the foods we eat to have maximum effect.

- Food labelling schemes should not take the pressure off food companies to improve our food supply.
- An incentive is required for food companies to make healthier foods.

Labelling has an important role to play, but in isolation it will achieve very little.

- Government, the food industry and other bodies must work together to develop solutions to the obesity crisis.
- Food labelling, nutrition education strategies and food changes must be complementary for the greatest impact



How do we get there?



Marketing Body	Who	By when
<p>Establish a marketing body Seek funding to pilot Establish Stakeholders reference group Copyright Brand Feasibility study Develop interim strategy plan Cost analysis-Financial model Develop nutrition guidelines and labelling</p> <p>Production channels Identify product range Identify producers Tender out 50 products</p> <p>Distribution channels Identify distribution channels Identify stores and outlets in Australia</p> <p>Communications Develop marketing strategy Develop Draft TV commercial Establish long term market strategy</p> <p>Evaluation Establish evaluation plan</p>		



How do we get there?



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