

**Question on Notice
No. 407
Asked on 13 March 2007**

MR HOBBS asked the Minister for Health (MR ROBERTSON)-

QUESTION:

With reference to the Eat Well Be Active package sent to Queensland householders—

- (1) How many packages were produced and at what total cost?
- (2) Which company/s was paid for the design, production and distribution and how much was paid to each company/organisation (reported separately)?
- (3) What research is available that demonstrates the effectiveness of this type of mail out and the linkages between healthy eating habits and increased exercise?
- (4) What cost benefit analysis was conducted on the Eat Well Be Active package sent to householders and if there was no analysis done why was it not done?

ANSWER:

- (1) A total of 1.52 million packs were produced.

The total cost for the design, production and distribution of the household information pack are estimated at \$1.85 million which corresponds to approximately \$1.23 per pack.

- (2) The Queensland Government has directly engaged the Gallery Group Communications advertising agency for implementing the Eat Well Be Active campaign. The Gallery Group has subcontracted out aspects of the production and distribution of the packs across Queensland as detailed in the table below.

	Company	Cost Contribution
Advertising agency estimates for the design and graphical elements of the household pack*	Gallery Group Communications	\$100,510
Printing, collation, packing/delivery (envelope, postcard, wallet, pullout tabs)#	Platypus Graphics	\$1,330,242
Distribution of packs to Queensland households (1,500,658 packs at \$0.28/item)	Australia Post/ Visual Connection	\$420,184

- (3) The Eat Well Be Active social marketing campaign was implemented as a directive arising from the May 2006 Queensland Obesity Summit. This collective call for action was from more than 90 delegates, which included Ministers, health professionals, consumers, academics, industry leaders, and representatives from professional, sport, non-government and community organisations.

Delegates identified that there was a need for the government to provide consistent, accurate messages on healthy eating and physical activity as a means to combat the raft of misinformation on these issues in the public domain. For example, data shows that over 80% of people currently get information about diet from women's magazines, newspapers and word of mouth. Summit delegates also recognised that any social marketing campaign and health information initiative needed to be plausible, positive and focussed on the individual.

To align with these recommendations from the Obesity Summit regarding a healthy lifestyle campaign, the household information pack is one of three elements of the Eat Well Be Active campaign, and it is complemented by a comprehensive website and the overarching advertising campaign. All elements of the campaign provide positive messages and practical advice.

To guide the development of the campaign elements, market research was conducted to ensure that the elements of the Eat Well Be Active campaign were targeted and appropriate for the Queensland public. The participants understood the key campaign messages and responded positively to the creative elements of the campaign, including the look and feel of a mock-up of the information pack. The research participants also provided advice on what they would like to see in the pack, for example tips to help them eat well and be more active and also wanted a resource that they could keep as a reference guide.

Social marketing campaigns as part of a broader strategy to change behaviour have been shown to be effective [see (4) below]. Effective social marketing campaigns rely on market research to inform their development and include the provision of information to support the desired behaviour change.

The household information pack included a feedback form with five questions regarding the pack information. Thousands of these forms have been received from the Queensland public and summary data from the approximately 7,500 forms that have been processed to date indicates that around:

- 85% agreed/strongly agreed that the information was easy to understand;
- 60% agreed/strongly agreed that the information would help them improve their eating habits;
- 57% agreed/strongly agreed that the pack information would help them to be more active;
- 68% agreed/strongly agreed that they would keep the pack as a reference guide; and
- 41% intended to visit the Eat Well Be Active website (with ~17% unsure).

- (4) The mailout of the household information pack is one of three components of the overarching Eat Well Be Active social marketing campaign. The evidence of effectiveness of such campaigns is demonstrated by success with other health issues on a national basis. For example, the data presented in *Returns on Investment in Public Health*, produced by the Australian Department of Health and Ageing in 2003, outlines that social marketing to reduce tobacco consumption has resulted in a net benefit of \$8,427 million, with a net savings in health care costs of \$344 million and a saving to Government of \$2 for every \$1 spent on the campaign. For public health programs to reduce cardiovascular disease, the costs were \$810 million, with a benefit of \$9,289 million and a net benefit \$8,478 million; the estimated net benefit to Australian health care expenditure was \$557 million.

In Queensland, surveys have indicated that the Go for 2 and 5® fruit and vegetable social marketing campaign has increased consumption of fruit and vegetables by 0.7 serves per person per day over 18 months (i.e., from 4.2 serves per person per day to 4.9 serves per person per day). This already equates to an estimated saving of \$36 million per annum for the Queensland health system. The Go for 2 and 5® campaign will cost \$4.5 million over four and a half years.