



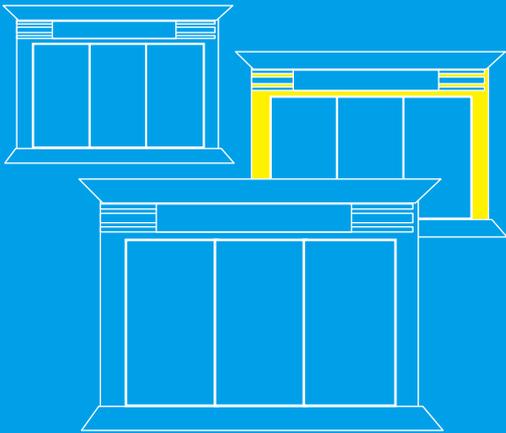
“Know Your Food”
Campaign Monitoring Report
Executive Summary

Children’s health and happiness in China is being impacted by a flood of readily available cheap, ultra-processed food including sugar-sweetened beverages that is marketed aggressively to children and young people. The result is a rise in childhood overweight and obesity.

To improve children’s health and well-being, UNICEF is working to close the floodgates with the Government and other partners to create a food environment that promotes nutritious, affordable, appealing and sustainable diets. UNICEF launched the **“Know Your Food”** campaign during the National Nutrition Week from 13 to 22 May 2022 to improve nutrition literacy among children adolescents and parents and empower them to make informed decisions among the available food options.

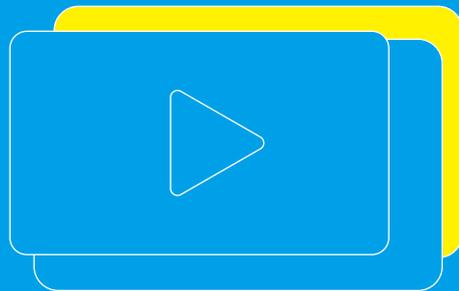


The first phase of the campaign consisted of **3** components:

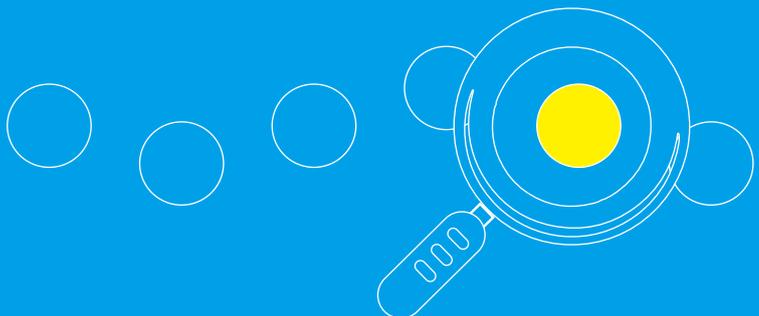


1 The creation of three mock 'convenience stores' (including fake prepackaged foods with information on their potential health impacts) and a 'virtual' convenience store, intended to simulate the food retail environment;

2 Social media assets, such as promotional videos, live streamings and videos of food science experiments with experts;



3 School-based nutrition sessions intended to deliver six key messages to children and parents.



Monitoring the campaign

Our objectives, tools and methodology

UNICEF set out to monitor the impact of the “Know Your Food” campaign, with aims to:

Understand the reach of the campaign – both on social media and in schools;

Analyse whether knowledge about healthy diets had increased among children and parents;

Explore whether the campaign had influenced them to change their behaviour.

A monitoring system was developed to examine the impact of the convenience stores, social media assets and school-based nutrition sessions. The monitoring system was grounded in the RE-AIM model, which examines reach, effectiveness, adoption, implementation and maintenance. Guided by this model, indicators were identified to track:

REACH

Including students’ and parents’ exposure to social media, mainstream media and nutrition sessions;

EFFECTIVENESS

Including whether respondents had obtained new information, whether they intended to share information and change their behaviours;

ADOPTION

Including the number of schools that held nutrition sessions;

IMPLEMENTATION

Including the acquisition of six key messages by students and parents after nutrition sessions;

MAINTENANCE

Including the effect of the intervention on student behaviours seven days after the school-based nutrition sessions.

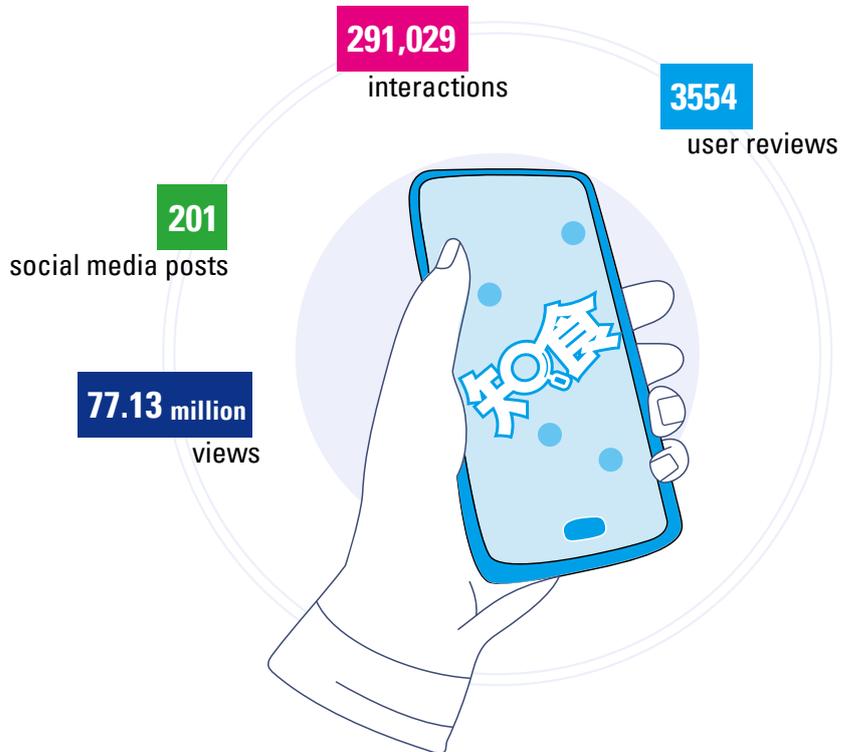
Data were collected by tracking page views and interactions on social media pages. Students and parents attending the nutrition sessions were asked to complete questionnaires after the sessions and again seven days later to monitor impact. Focus group discussions were also further held in selected students and their parents, who had nutrition sessions, to better understand how the nutrition sessions had influenced their food-related behaviours.

Fostering healthy diets for children

Our results

REACH

Between 13 May and 15 June 2022, UNICEF China published **201** social media posts relating to the “KnowYour Food” campaign through official social media channels (i.e., Weibo, WeChat, Douyin, Kuaishou, Bilibili, Xinhua) and “Dr. Dai’s Lab” Kuaishou account, reaching **77.13 million** views and **291,029** interactions (i.e., forwards, likes, favourites, reviews). Further, **3,554** user reviews were published related to the campaign, **97.4 per cent** of which were positive.



EFFECTIVENESS

A survey on the campaign home page collected **3,825** responses from all provinces/regions. Results showed that **81.0 per cent** of respondents had learned new information from the campaign. Respondents reported gaining the most information from the messages about eating more vegetables (**90.7 per cent**), getting more exercise (**89.2 per cent**) and getting enough sleep (**86.6 per cent**). Promotional posters of the six core messages were the most popular online campaign materials, including “Eat more vegetables”, “Drink less sugary drinks”, “Eat less processed foods”, “Choose healthy snacks”, “One hour of moderate exercise a day”, and “Have enough sleep”. The vast majority of respondents (**94.7 per cent**) were willing to share information about the campaign with others.

Questionnaires were completed by **2,830** students and **2,599** parents after the school-based nutrition sessions. Of these, **92.9 per cent** of students and **92.2 per cent** of parents found the sessions informative, positive, inspiring and instructive. Of the **312** teachers who completed the questionnaire, **97.1 per cent** found the nutrition sessions useful. The vast majority of students, parents and teachers were willing to share the content of the nutrition sessions with others.

Results of the focus group discussions showed that getting sufficient exercise, sleep and water intake were some of the greatest nutritional challenges faced by children. After participating in the school-based nutrition sessions, students reported that exercise duration, sleep duration and water intake had improved to some extent. However, some students indicated that they still found it hard to meet recommended levels due to heavy school workloads and other reasons.

ADOPTION

School-based nutrition sessions were implemented in all provinces/regions. The greatest number of nutrition sessions were held in primary and middle schools in **Guangdong**, followed by Zhejiang, Jiangxi and Xinjiang. Nutrition sessions were held at **10,516** primary schools and **6,426** middle schools, reaching more than **8.7 million** primary school students and more than **4.8 million** middle school students. The parent nutrition sessions were adopted in **5,393** schools and reached more than **6.0 million** parents.



IMPLEMENTATION

Before the school-based nutrition sessions, questionnaires provided to students and parents showed that students had a high rate of accuracy in their knowledge of snacks, beverages and ultra-processed foods (i.e., more than **90 per cent**). However, their knowledge about sufficient vegetable intake, sleep duration and exercise duration were only 40.3 per cent, 51.9 per cent and 58.2 per cent respectively. After the sessions, nutrition knowledge improved. Both students and their parents reported gaining more core information about eating vegetables (**97.7 per cent** and **98.5 per cent**) and getting enough sleep (**93.5 per cent** and **91.4 per cent**).



MAINTENANCE

Seven days after the sessions, a questionnaire completed by **3,189** students on their health behaviours during the past week showed that **78.0 per cent** of students were able to improve sleep habit, **76.9 per cent** were able to exercise more, and **67.7 per cent** of students surveyed indicated that their consumption of sugar-sweetened beverages had reduced. The questionnaire also found that students who had rated the nutrition sessions as very inspiring and instructive, were more likely to report positive behaviour changes seven days later.



Enabling collective actions

Next steps

The **‘Know Your Food’** campaign is designed as a three-pronged approach with each phase targeting one group of key stakeholders. Starting from individual level, UNICEF intends to promote changes in awareness and behaviors at societal level by the end of this approach.

PHASE 1: (COMPLETED)

With consumers, UNICEF is raising awareness and food literacy of children, adolescents, and their caregivers to encourage healthier options through online and in-school campaigns.

PHASE 2

With retailers, UNICEF is working with government agencies, associations, local supermarkets, shops, and suppliers to ensure responsible placement and marketing of unhealthy food. More incentives to mobilize retailers will be introduced to offer healthier options to consumers at the point of purchase.

PHASE 3

With government partners, UNICEF is calling for relevant government agencies to adopt acknowledged global evidence relating to front-of-package nutrition labelling and enhance regulations of the marketing and advertisement of unhealthy food and drink to children.



Acknowledgements

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