



FEED HAPPINESS

Campaign Snapshot

The COVID - 19 pandemic during 2020 had major impacts on the health of local communities.

In a region first approach **19** local government and health organisations from Melbourne's Southern Metropolitan Region came together, and developed a social media campaign to support resilience and wellbeing.



Aim:

To increase community understanding of the link between a healthy diet and good mental health.

#feedhappiness

“The partnership nature of the campaign helped increase the reach of the campaign content and message.”

- Project partner

Social Media Highlights

54

campaign posts were executed by partners across 3 social media platforms.




161,621

was the approximate total reach of the campaign, inclusive of partner newsletters and blogs.

average engagement rates were:

7.2% on 

6.4% on 

7 online news publications.

“I am learning to care for myself regarding food intake, mental health, nutrition and information like this is so valuable.”

- Community member

Behaviour Change

88%

of respondents will include foods in meals identified through the campaign.



52%

of respondents began changing the foods they eat to support their mental health.



Workforce Training

Values-based Messaging by Common Cause Australia

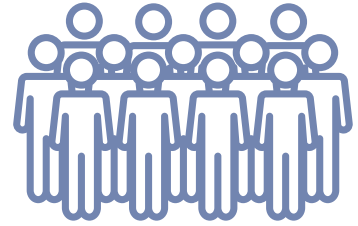
Attendance

Workshop 1:

25

Workshop 2:

27



‘Great to have the chance to refresh/reinforce learning - and to apply it to a live project, along with other partners.’

- Workshop participant

All respondents noted they had a ‘good’ or ‘excellent’ understanding of the significance of values-based messaging in health promotion after the workshop:

100% of respondents

improved their understanding of values-based messaging theory.

and

increased their understanding of the Vision-Barrier-Cause-Action framework.

85% of respondents

had adequate opportunity to contribute to the process of developing the campaign story structure.



Partnership

94%



of partners rated the quality of the campaign resources as either 'good' or 'excellent'.

100%

are 'likely' or 'very likely' to deliver a future Feed Happiness campaign with partners.

“Lead organisations driving the project helped the campaign to run smoothly and effectively.”

- Project partner

Partners 'agreed' or 'strongly agreed' they had developed new or stronger links:

67%

with other organisations.

66%

within their own organisation.



* Data in this infographic is based on survey responses from the campaign audience and staff from partner organisations. For full evaluation details refer to the Feed Happiness Evaluation Report 2021 and the supporting appendices.