

Effectiveness of social marketing strategies to reduce youth obesity in European school-based interventions: a systematic review and meta-analysis

In the last three decades, the prevalence of obesity has doubled. Now identified as an international public health problem, urgent strategies are needed to stop the growth of the epidemic. School environments are an ideal setting to implement a range of interventions to improve dietary behaviours, increase physical activity and promote healthy lifestyles. Additionally, schools allow to reach a large proportion of the population, both directly and indirectly. The aim of this review is to assess the effectiveness of European school-based interventions to prevent obesity relative to the inclusion of social marketing benchmark criteria domains in the intervention. The hypothesis was that school-based interventions that include more social marketing benchmark criteria domains will be more effective in preventing youth obesity.

Overall, the results from this systematic review on school-based interventions highlight that there are different known factors that promote the effectiveness of interventions, independently of the use of social marketing benchmark criteria domains. While there isn't any gold standard school-based intervention at the moment, the review identifies that social marketing benchmark criteria may enhance the quality and effectiveness of school-based interventions focused on promoting healthy behaviours.

Reference: Aceves-Martins M, Llauradó E, Tarro L, et al. Effectiveness of social marketing strategies to reduce youth obesity in European school-based interventions: a systematic review and meta-analysis. *Nutr Rev.* 2016;74(5):337-351. doi:[10.1093/nutrit/nuw004](https://doi.org/10.1093/nutrit/nuw004)