



# Health Solutions

Our health is our wealth and we can expect to see a great deal more ‘investment’ in health and wellbeing in the years ahead. Amárach works with organisations to develop deep insights into the drivers of health and wellbeing, and to design studies and communications strategies that will deliver better health outcomes.



# Case Study: Treats for Kids

## Safefood

### Customer Requirements:

to understand the role of adults and parents in providing 'treats' to children as part of a study of high energy food consumption on the island of Ireland.

### Research Approach:

Amárach partnered with UCD to conduct a major survey of adults and parents across the island of Ireland to understand motives, behaviours and intentions in relation to treats and sweets for children.

### Research Output:

The findings have been published in a journal article\* and have contributed to better understanding of the communications requirements to change adult and child behaviour to achieve better health choices.

\* Report here:

<https://www.sciencedirect.com/science/article/pii/S019566631830535X>

Amárach has delivered health solutions for:



## Health Solutions

Amárach works with public and private sector organisations to deliver powerful insights into the drivers of health, diet and fitness behaviours.

To discuss our health solutions contact: [claire.orourke@amarach.com](mailto:claire.orourke@amarach.com)



Find out more

Read our

**'Seven Reasons to use Amárach':**

<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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