

SOCIAL MARKETING DIVISION

Division founded 2001

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Edited by: **Karen Erickson**
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New Social Marketing Telephone Seminars!

This first session will focus on formative, process and impact evaluation in programs that use a social marketing model. Learn how to assure that you have taken steps to evaluate your projects at all levels and to avoid common mistakes.

Presenter Rafael Pérez-Escamilla, Ph.D., is Principal Investigator and Director of the Connecticut Center of Excellence for Eliminating Health Disparities among Latinos (www.cehdl.uconn.edu), and a Professor of Nutrition and Public Health at the University of Connecticut. He holds the appointment of Nutrition Extension Scientist for the State of Connecticut. Dr. Pérez-Escamilla is an internationally recognized scholar in the areas of domestic and international community nutrition. He is currently leading or co-leading four

nutrition capacity building and translational research programs in Connecticut, Ghana, and Brazil in the fields of nutrition-related health disparities, breastfeeding, HIV, and household food security.

Participants must register and will be given a call-in number [after registration](#). The [phone](#) number is **not** toll free. Priority will be given to SNE Social Marketing Division members. Others may participate on a space available basis. [There are only 50 telephone slots – so sign up early!](#)

Date: April 2, 2008
Time: 1:30-3:00 PM Eastern Time
To register: Contact **Leslie Beckstrom** via email Beckstrom@cahs.colostate.edu or via telephone (970-491-6763). Please provide your name, title, organization, email address, and telephone number.

New Web-based Social Marketing Course from CDC coming in 2008!

This course is designed for public health professionals who want to use the social marketing planning process in their work. The course focuses on social marketing for nutrition and physical activity, although it could be used by anyone interested in social marketing. Continuing education credits for the course will be available, likely for CHES and generic CEU's that can be used for ADA credits. The number of credits is still to be determined.

A unique component is a scenario throughout the course that allows learners to follow a fictional program

planner as she works through the process. Learners have an opportunity to offer advice and recommendations when the program planner has challenges or questions. A lot of the challenges are typical ones that CDC has seen when providing technical assistance.

It is hoped that this course will be available online in the next six to nine months.

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MAINE'S HEALTHY WEIGHT AWARENESS CAMPAIGN

Contributed by: Judy Gatchell & MNN staff

The Maine Nutrition Network (MNN) in collaboration with the Maine Center for Disease Control and Prevention launched the Healthy Weight Awareness Campaign (HWAC) (<http://www.maine-nutrition.org/Projects/HWAC.htm>), in 2002. The intent of this social marketing campaign is to provide Maine parents with information and simple steps to keep their children and families healthy and active.

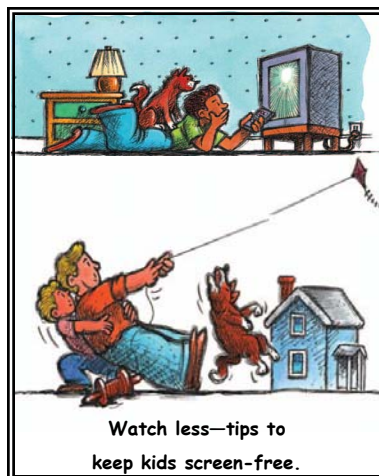
The primary audience is Maine adults with influence on children in households that receive food stamps (~ 30,000 households). The secondary audience is children under 19 years of age living in those same households.

Over 30 focus groups have been held engaging the target audience during the past 5 years of the HWAC. The purpose of the focus groups has been to ascertain the knowledge, attitudes, beliefs and skills (KABS) of the audience regarding physical activity and nutrition for use in the development of the campaign, and to pre-test acceptance of messages and communication channels.

Existing data used for development of the HWAC included the previous Eat Smart! social marketing campaign (<http://www.maine-nutrition.org/Projects/TNeatsmart.htm>) target audience research and the Healthy Weight Awareness Campaign Background and References documents published in November of 2002 and 2003 with updates in 2005.

The Healthy Weight Awareness Campaign has been introduced in stages, with each new stage focused on a simple aspect of improving nutrition or increasing physical activity. Components focus on behaviors identified by the target audience, as those they were most likely to be able to change that would have a related benefit.

The adult target audience shared in focus groups that they were willing to change their behavior for the health of their children (exchange of *price* for *product*). They requested information and support to change their own behavior and influence



their children's behavior. They shared the barriers they face to making behavior changes, including lack of knowledge, time, and resources. These parents asked to be provided with "new" information, as well as the "how-to" part of the equation. They requested themes that present simple, turnkey ideas or a sense of encouragement... to take small, realistic steps toward change.

The resulting campaign messages (*products with benefits*) are as follows:

- Cutting back on soda consumption – save calories, healthier kids
- Reducing television and screen time – more active, healthier kids
- Incorporating physical activity into simple tasks around the home – fun and easy
- Promoting walking and using local indoor and outdoor walking routes – a little change can make a big difference, easy and safe
- Reducing portion sizes – a little change can make a big difference
- Increasing winter physical activity – fun and easy
- Increasing fruit and vegetable consumption – easy, inexpensive, ideas for every day

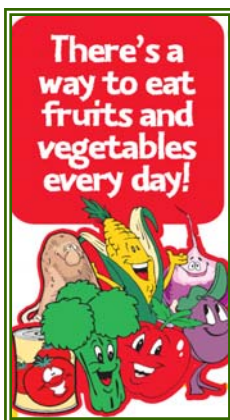
These messages were communicated to the target audience through multiple channels (*place/promotion*) as follows:

Media – TV, radio, newsprint, posters, banners, collateral materials (magnets, shoelaces, zipper pulls, water bottles)

Direct Mail – "Kits" (brochures & magnets) mailed to target audience and available to partners

Healthy Maine Partnership Mini-Grants – Local partner initiatives

Physical Activity and Nutrition (PAN) Action Packets (http://www.maine-nutrition.org/Resources_and_Links/PANPackets.htm) – Community strategies



Evaluation has been ongoing and has included direct mail surveys and focus groups. Results showed recognition of media messages and some impact on physical activity and portion size.

PARTNERSHIPS WORK!

Written by: Doris Montgomery

The Iowa Nutrition Network exists today because in 1995 USDA Food and Nutrition Services supported collaborative partnerships and chose to include social marketing in Food Stamp Nutrition Education as a strategy to achieve behavior change.

USDA encouraged Food Stamp Nutrition Education Networks to use a comprehensive approach to develop marketing campaigns. **Pick a better snack™** and the companion messages of simplicity (*how easy is that?*) developed from formative and market research, audience segmentation, and extensive message testing by a marketing firm.

There was tremendous excitement when the contracted media firm created the first set of campaign graphics and media kit for Network partners. The excitement soon became tempered with the reality of all the work that was ahead. Network staff needed to: develop implementation plans based on the Socio-Ecological Model; engage and train partners who could implement the campaign in local communities; pilot test media channels, conduct a process evaluation in the field; and find a way to determine if all this work was going to make a difference for the intended audience.

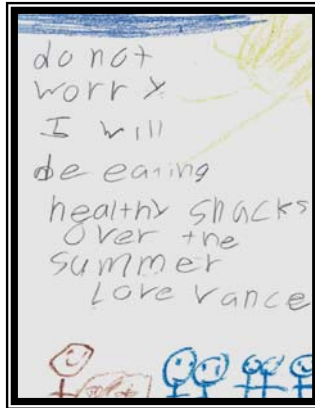
This comprehensive process was not easy – especially when multiple partners were involved – but it was essential to success. The Network partnership rolled out **Pick a better snack™** to state and local partners in 2000. Since then, the partnership has remained strong despite the usual ups and downs of collaboration. USDA recognized this achievement with a national award for collaboration in 2003. To read more about the development of the campaign and view campaign materials go to www.idph.state.ia.us/pickabettersnack.

Nutrition Networks located in state health departments have a unique opportunity to enhance social



marketing efforts across nutrition and health promotion programs within public health. An example of this in Iowa is the Network's collaboration with Iowans Fit for Life, a CDC-funded nutrition and physical activity program to prevent obesity and other chronic diseases.

Pick a better snack™ became the foundation for an Iowans Fit for Life community and school initiative to address overweight and obesity; however, because of the emphasis on both nutrition and physical activity within CDC, the campaign was modified to **Pick a better snack™ & ACT**.



Schools in the communities participate in classroom-based education that includes fruit and vegetable tasting opportunities similar to what is offered through Food Stamp Nutrition Education. Schools receive monthly campaign materials based on fruits, vegetable and physical activities featured in monthly bingo cards (score cards for older elementary are now available).

Iowans Fit for Life uses campaign strategies in all levels of the Socio-Ecological Model. For example, community coalitions focus on improving access to fruits and vegetables and physical activity outside of the school day. Schools and community coalitions are developing policy initiatives related to healthy foods and active lifestyles. (www.idph.state.ia.us/iowansfitforlife).

Current USDA Food Stamp Nutrition Education Guidance contains significant limitations on public health approaches such as social marketing. Iowa has creatively and strategically sought partnerships and opportunities to achieve the goals of increasing fruit and vegetable consumption and physical activity among Iowans.

Five questions are posed by the Centers for Disease Control and Prevention (CDC) in their CDCynergy social marketing program.

1. Do you need to integrate communication and services?
2. Do you want to better understand why people change?
3. Can't afford big mass media?
4. Do you need to develop a common vocabulary about change?
5. Do you want to have fun?

If yes, then CDC believes social marketing is for you. Do you believe it is for you?

<http://www.cdc.gov/communication/cdcynergy.htm> (social marketing edition 2.0)





Society for Nutrition Education

The Society for Nutrition Education (SNE) represents the unique professional interests of nutrition educators in the United States and worldwide. SNE is dedicated to promoting healthy, sustainable food choices and has a vision to be recognized as the premier organization for food and nutrition education professionals. SNE provides forums for sharing innovative strategies for nutrition education, expressing a

range of views on important issues, and disseminating research findings. Members of SNE educate individuals, families, fellow professionals, and students, and influence policy makers about nutrition, food, and health.

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Social Marketing Division

This division was formed to promote social marketing principles to support improved food choices, physical activity, and opportunities for health. Social marketing is a research-based, audience-focused process designed to influence the behavior of the target audience to improve their health. A special emphasis is placed on people with limited financial resources. Division members come from a variety of disciplines committed to the nutritional health of people through the effective use of social marketing.

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