



EVOLUTION OF A STATEWIDE NUTRITION AND PHYSICAL ACTIVITY SOCIAL MARKETING CAMPAIGN: THEY LEARN FROM WATCHING YOU

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November 13, 2018

PRESENTER DISCLOSURES

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& Brenda Wolford, MS, RD**

No relationships to disclose

Social Marketing

The application of traditional marketing techniques to **encourage and support behaviors** that benefit priority populations and society.



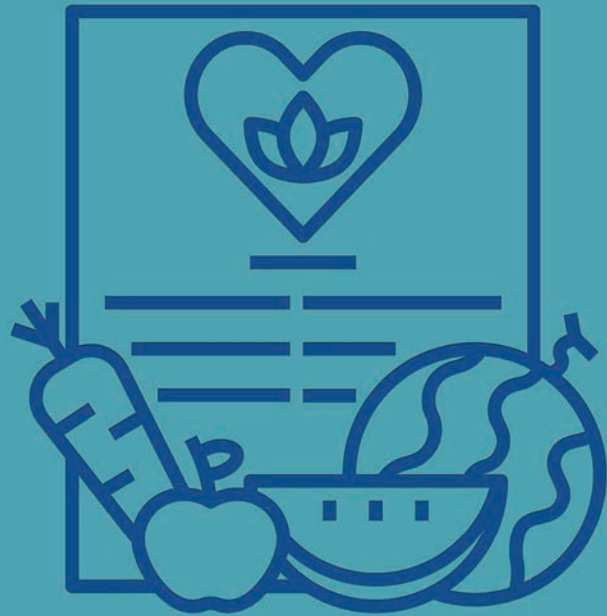
People



Intense

Three-pronged approach

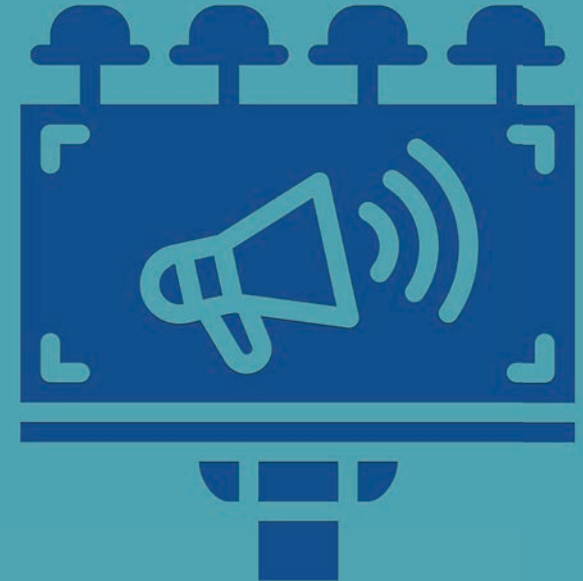
Direct Education



Policy, Systems, Environment



Social Marketing



Michigan's Statewide Social Marketing Campaign

Supplemental Nutrition Assistance Program Education (SNAP-Ed)

Behaviors

Fruits & Vegetables
Physical Activity

Populations

SNAP-eligible residents in 13 counties
Mothers/women with children in the household

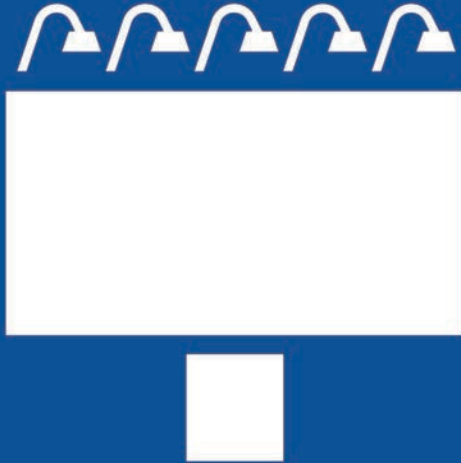
Message

They learn from watching you...
eat more fruits and veggies and they will too!
be active and your kids will too!

Rooted in USDA core messages



2017 Campaign – Delivered in three phases throughout the year



676 Billboards



1,220 Exterior
2,412 Interior
Transit Signs

Local Program Component



Provides
consistent
messaging &
imaging in local
programming

Can be
adapted for
local relevance





They learn from watching you ...

Eat More Fruits and Veggies

and they will too!



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Funded in part by U.S. Department of Agriculture Supplemental Nutrition Assistance Program (SNAP) through the State of Michigan and the Michigan Fitness Foundation. These institutions are equal opportunity providers and employers.
For food help contact the toll free Michigan Food Assistance Program Hotline: (855) ASK-MICH.

2014

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They learn from watching you ...
**Eat More Fruits
and Veggies**
and they will too!



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This material was funded in whole or in part by the USDA's Supplemental Nutrition Assistance Program (SNAP) by way of the State of Michigan and the Michigan Fitness Foundation. These institutions are equal opportunity providers and employers.

People who need help buying nutritious food for a better diet, call the toll free Michigan Food Assistance Program Hotline: (855) ASK-MICH.

2015

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Eat More Fruits & Veggies and they will too!

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theylearnfromwatchingyou.org

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2016

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THEY LEARN FROM WATCHING YOU...

Eat more fruits and veggies and your kids will too!



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RICK SWIDER, GOVERNOR | NICK LYON, DIRECTOR

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2017

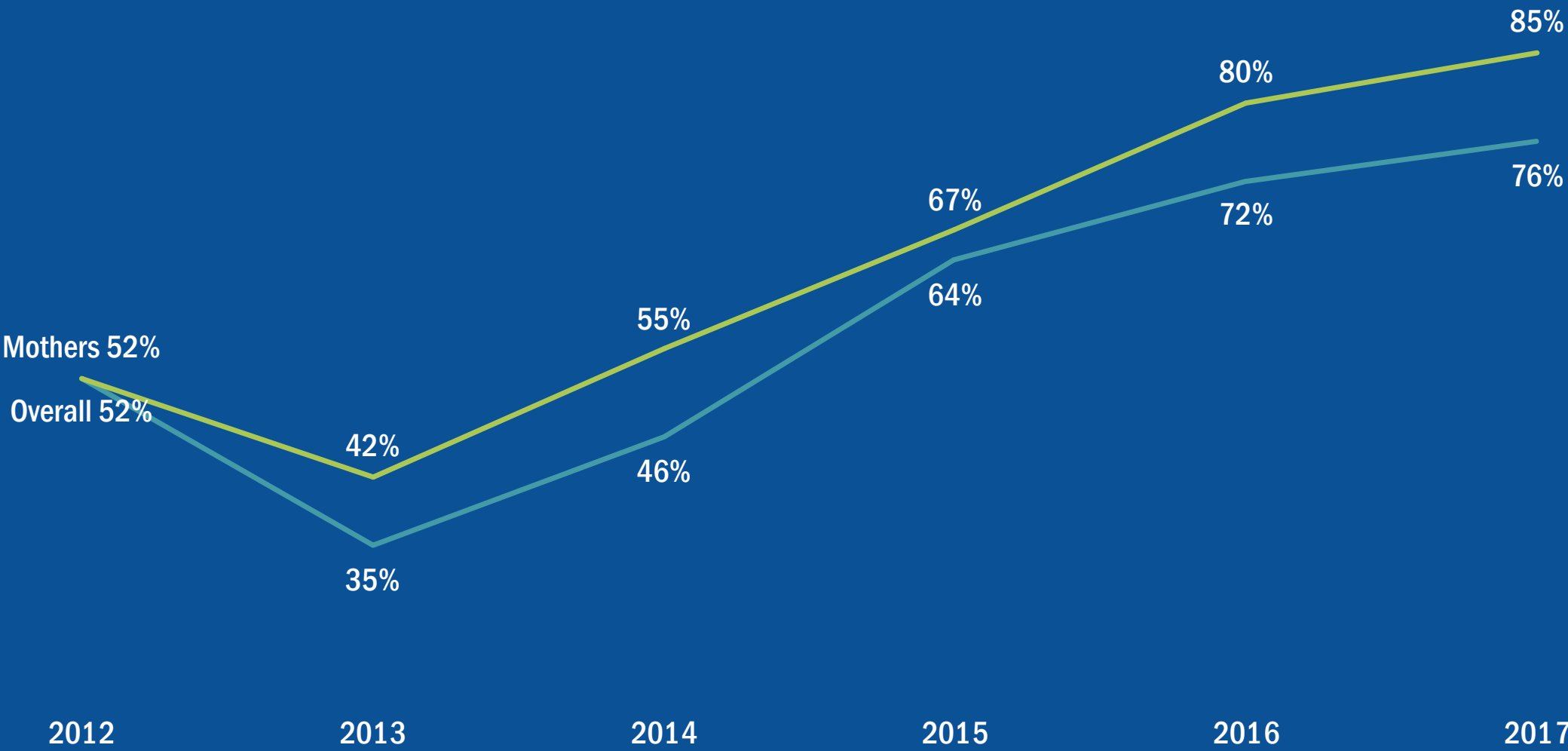
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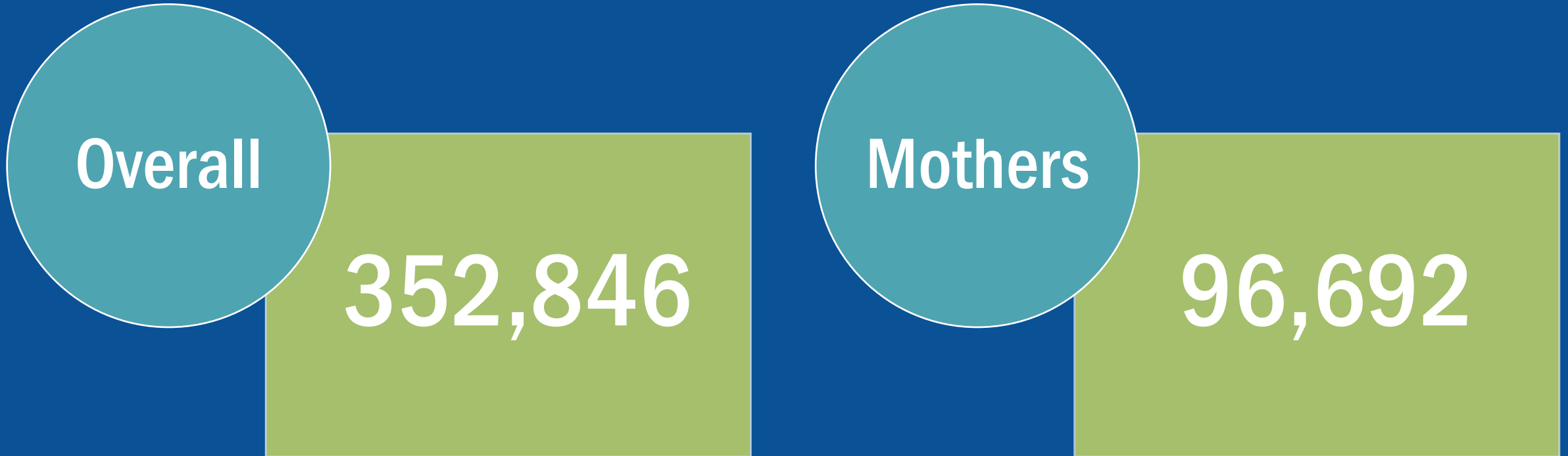
Annual Survey



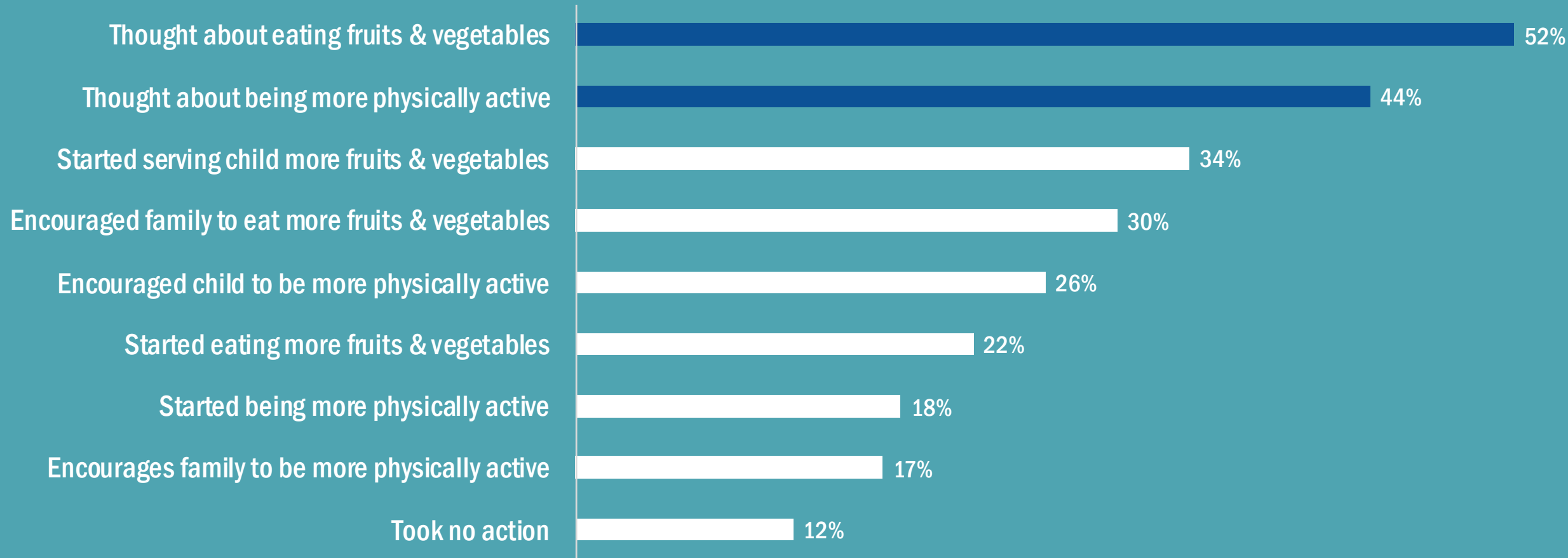
Message recall has **steadily increased from 2013 through 2017**. Recall for **mothers is higher** than the overall SNAP-eligible population.



2017 Weighted Average Reach




88% of mothers took at least one “action” after being exposed to campaign messages. The most common actions were *thinking about eating fruits and vegetables* and *being more physically active*.



Brief Overview of the Stages of Change Model

Pre-contemplation — No intention to make a change in the next 6 months



Contemplation — Intends to make a change in the next 6 months



Preparation — Intends to take action in next 30 days & has taken some steps in this direction

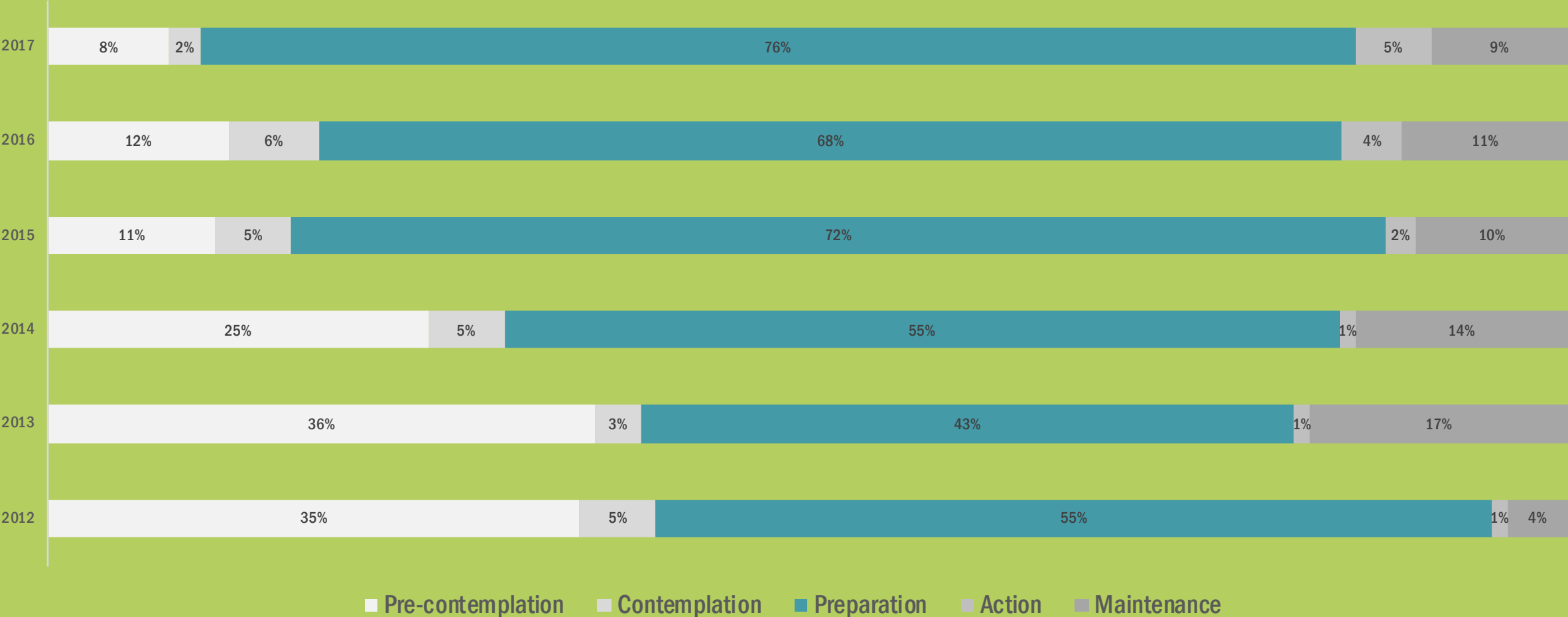


Action — Has changed overt behavior for less than 6 months

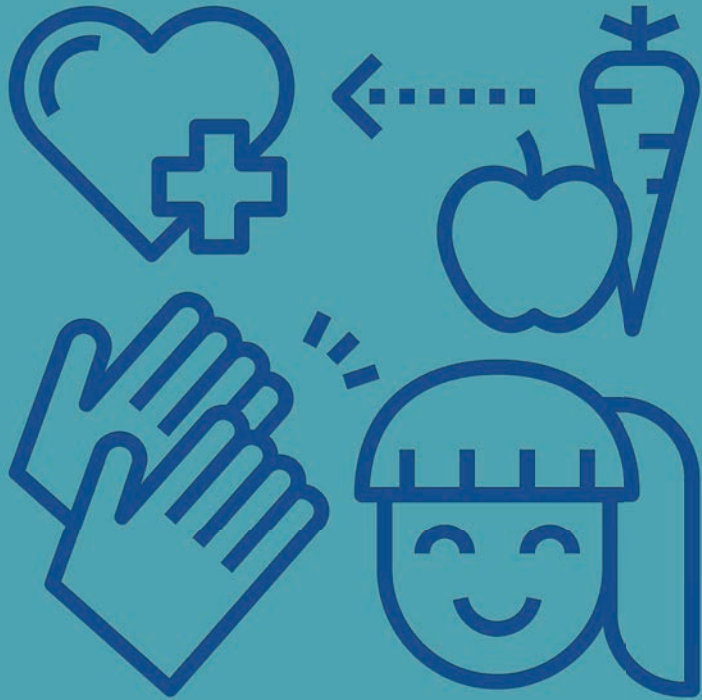


Maintenance — Has changed overt behavior for more than 6 months

Over time, respondents have progressed from **pre-contemplation to preparation**, when it comes to consuming fruits & vegetables.



How do we support the 76% of SNAP-eligible people who are in preparation?



↑ Motivators



↓ Barriers

Motivators & Barriers of Respondents in Preparation...



92% said that having **more energy** and helping them be a **healthy weight** were very or extremely important benefits of eating fruits & vegetables.



Top barriers to eating fruits & vegetables were their **cost (42%)** and that they **spoil too quickly (36%)**.



some for you, some for me.

HEALTHY CHOICES CATCH ON
HealthyChoicesCatchOn.org

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2018 Phase I

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small bite, big benefit.

HEALTHY CHOICES CATCH ON
HealthyChoicesCatchOn.org





Focus Groups

4 groups - 2 cities

37 total participants

Almost all were mothers



Image - *two hands holding forks*

“... there’s a little person that **you have to nurture and take care** of as well as yourself, it’s kinda like- dang it, we probably need to eat more fruits & vegetables!”

Message – *Healthy Choices Catch On*

“If my kids are seeing me eating healthy, **they’re going to want to try it**. If they see me try to eat something, they’ll try it too.”

Interaction
between parent
and child is
important

Mothers like
seeing fathers in
images

Want to see
smiling children

*Make Healthy
Choices Catch On
bigger*



healthy choices catch on

SIMPLE CHANGES, FEEL GREAT.

HealthyChoicesCatchOn.org

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2018 Phase II

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healthy choices catch on

SMALL BITE, BIG BENEFIT.

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2018 Phase II

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healthy choices catch on

SERVE UP SOME SMILES.

HealthyChoicesCatchOn.org



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2018 Phase III



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A young boy with dark hair and a white t-shirt is leaning over a table, smiling. A hand from an adult is sprinkling granola onto a yogurt parfait in a glass bowl. The parfait is topped with fruit and granola. Another similar bowl is visible in the background.

healthy choices catch on

SPRINKLE SOME LOVE ON TOP.

HealthyChoicesCatchOn.org

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2018 Phase III

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Next Steps



Annual survey to assess recall rate, stage of change, etc.



Work with local programs to assess needs for new on-the-ground social marketing materials.



Online web panel to further test message and image combinations to use going forward, informed by annual survey.

THANK YOU!

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