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

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No relationships to disclose
Social Marketing

The application of traditional marketing techniques to encourage and support behaviors that benefit priority populations and society.
Three-pronged approach

Direct Education

Policy, Systems, Environment

Social Marketing

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## Michigan’s Statewide Social Marketing Campaign

**Supplemental Nutrition Assistance Program Education (SNAP-Ed)**

<table>
<thead>
<tr>
<th>Behaviors</th>
<th>Fruits &amp; Vegetables</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Physical Activity</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Populations</th>
<th>SNAP-eligible residents in 13 counties</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mothers/women with children in the household</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Message</th>
<th>They learn from watching you...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>eat more fruits and veggies and they will too!</td>
</tr>
<tr>
<td></td>
<td>be active and your kids will too!</td>
</tr>
</tbody>
</table>

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

Eat More Fruits & Veggies

and they will too!

2016
THEY LEARN FROM WATCHING YOU...

Eat more fruits and veggies and your kids will too!

2017
Annual Survey

Online/Mail

Demographics, Recall, Stage of Change, Behavior Change

Weighted for Generalizability to SNAP-Eligible in 13 Campaign counties
Message recall has **steadily increased from 2013 through 2017**. Recall for **mothers is higher** than the overall SNAP-eligible population.
2017 Weighted Average Reach

Overall: 352,846
Mothers: 96,692
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.

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thought about eating fruits &amp; vegetables</td>
<td>52%</td>
</tr>
<tr>
<td>Thought about being more physically active</td>
<td>44%</td>
</tr>
<tr>
<td>Started serving child more fruits &amp; vegetables</td>
<td>34%</td>
</tr>
<tr>
<td>Encouraged family to eat more fruits &amp; vegetables</td>
<td>30%</td>
</tr>
<tr>
<td>Encouraged child to be more physically active</td>
<td>26%</td>
</tr>
<tr>
<td>Started eating more fruits &amp; vegetables</td>
<td>22%</td>
</tr>
<tr>
<td>Started being more physically active</td>
<td>18%</td>
</tr>
<tr>
<td>Encourages family to be more physically active</td>
<td>17%</td>
</tr>
<tr>
<td>Took no action</td>
<td>12%</td>
</tr>
</tbody>
</table>
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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Pre-contemplation</th>
<th>Contemplation</th>
<th>Preparation</th>
<th>Action</th>
<th>Maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>35%</td>
<td>5%</td>
<td>55%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>2013</td>
<td>36%</td>
<td>3%</td>
<td>43%</td>
<td>1%</td>
<td>17%</td>
</tr>
<tr>
<td>2014</td>
<td>25%</td>
<td>5%</td>
<td>55%</td>
<td>1%</td>
<td>14%</td>
</tr>
<tr>
<td>2015</td>
<td>11%</td>
<td>5%</td>
<td>72%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>2016</td>
<td>12%</td>
<td>6%</td>
<td>68%</td>
<td>4%</td>
<td>11%</td>
</tr>
<tr>
<td>2017</td>
<td>8%</td>
<td>2%</td>
<td>76%</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>
How do we support the 76% of SNAP-eligible people who are in preparation?

- **Motivators**
- **Barriers**
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

2018 Phase I
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

2018 Phase II
healthy choices

catch on

SMALL BITE, BIG BENEFIT.

HealthyChoicesCatchOn.org

2018 Phase II
healthy choices

SERVE UP SOME SMILES.

HealthyChoicesCatchOn.org
healthy choices

catch on

SPRINKLE SOME LOVE ON TOP.

HealthyChoicesCatchOn.org

2018 Phase III
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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