Erin Aagesen, MS, MPH
FNV Campaign Coordinator
FoodWIse, a program of UW-Extension
erin.aagesen@ces.uwex.edu

Amber Canto, MPH, RDN
Health and Well-Being Institute Director
University of Wisconsin-Extension
erin.aagesen@ces.uwex.edu

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FNV Campaign in WI
background
Obesity in Wisconsin

1 in 6 Wisconsin adults eat recommended amount of fruits & vegetables.

50% of Wisconsin adults meet recommended aerobic physical activity levels.

21% of annual medical spending is on obesity-related illness.

Lack of healthy diet & physical activity lead to preventable chronic diseases such as diabetes, cancer, high blood pressure, heart disease & obesity.
Marketing impact

$2 billion spent annually marketing unhealthy foods to youth

Less than 1% is spent marketing healthier items
Societal changes: cell phones

[Graphs and charts showing percent of American adults who use a cell phone (2017), percent of American adults with a smartphone, percent of low income adults who are smartphone-only internet users, and percent of U.S. population who use smartphones by race, gender, and education.]

http://www.pewinternet.org/fact-sheet/social-media/
Societal changes: social media

http://www.pewinternet.org/fact-sheet/social-media/
social marketing
Social marketing*

Uses marketing techniques to influence the voluntary behavior change of a specific target audience members toward positive health behaviors.

*Not the same as social media (Facebook, Instagram, Twitter)
Theory of change

- Social marketing focuses here
- Policy, systems, and environmental change focuses here
- Health education focuses here
Social marketing in public health
about FNV
(fruits & veggies)

[video link]
TURN BROWN
FOR WHAT
YOU USED TO
CAUL ME
ON MY CELL PHONE

EVERY DAY
I'M BRUSSELIN'

GETTIN' FIGGY
WIT IT

CARDI

ORANGE is the new SNACK

SLICE SLICE BABY
FNV Intervention Strategies

Retail

Transit

Digital/social

Billboards
Structure

NATIONAL PARTNERS

- Owns FNV
- Partnership for a Healthier America
- APCO Worldwide
- Ad agency

STATE ADVISORY TEAM

- Wisconsin Department of Health Services
- FoodWise
- HealhtTIDE

- C-store funding
- Primary funder & campaign coordination
- Healthy food retail team & campaign genesis

LOCAL PARTNERS

- YOU
- Ensure alignment with existing programs & activities
Target population

• Funded by SNAP-Ed
  – Targets low-income millennials

• Addresses common barriers:
  – Health literacy
    • goal of campaign is NOT “education”
    • highly visual / low text
  – Cultural relevance
    • appeals to millennials (messages & online format)
    • features racially diverse celebrities
Phase I Pilot Communities

Brown County
- Brown County FoodWise
- Live54218

Eau Claire/Chippewa/Dunn County
- Eau Claire Healthy Communities, Chippewa Health Improvement Partnership, & Dunn County Nutrition Action Team

La Crosse County
- La Crosse County FoodWise
- La Crosse County Health Department
Phase II Communities (English/Spanish)

**Milwaukee (North and South)**
- Milwaukee County FoodWIse
- Community partners

**Madison**
- Dane County FoodWIse
- Community partners
New Wisconsin messages
New Wisconsin messages

APPLES make CHEDDAR BETTER

GET A TASTE AT FNV.COM
New MKE Messages

A LITTLE BIT OF GREEN goes a long way
New MKE Messages
New Spanish Messages

- Felices los cuatro
- Comparte los sabores de verano
- Bueno, bonito, barato.
- Steph y Ayesha conocen bien a su media naranja
New Madison Messages
Farmers’ market mini-campaign
Farmers’ market geotargeting

→ Runs during market season
→ User will get ads if in the target demographic and in the vicinity of a market that accepts EBT (~ 1 mile)
→ Markets identified for FNV ads based on EBT capability and alignment with targeted zips
evaluation
Evaluation

• Partnering with researchers at the University of North Carolina – Chapel Hill

• Strategies:
  1. online pre-and post-test
  2. retail sales data
  3. partner survey and key informant interviews
Sample indicators

1. Awareness of campaign (pre/post online survey)
   Ex. “Are you aware of any marketing campaigns currently informing the public about healthy living and healthy eating?”

1. Perception of fruits and veggies (pre/post online survey)
   Ex. “I am proud to eat fruits and vegetables” (rank from 1 “disagree completely” to 5 “completely agree”)

1. Increased intention to purchase fruits and veggies (pre/post online survey)
   Ex. “I plan to eat fruits and vegetables in the future” (rank from 1 “disagree completely” to 5 “completely agree”)

1. Increased fruit and vegetable sales (retail partnership)
   Retail sales data, reported as percentage change over the time period of the intervention

1. Increased fruit and vegetable consumption (pre-post online survey)
   Ex. “How frequently do you eat vegetables?” (reported by # per day)
SNAP-Ed Evaluation

Align with SNAP-Ed evaluation framework

MT12: Social marketing

**MT12a:** Number of statewide social marketing campaigns conducted during the reporting period

**MT12b:** Projected statewide reach of all social marketing campaigns conducted by SNAP-Ed agencies

**MT12c:** Unaided recall of social marketing campaigns conducted by SNAP-Ed agencies
2017 Campaign Results

55,546
Total campaign reach

- 23 million digital impressions
- 14 million impressions on social media
- 17,552 transit impressions
- 15 billboards
- 30 retail partners
- 4 community activation events

- 80% were aged 18-34 years
- 97% had household earnings less than $25,000/year

22%
Of respondents in intervention communities recalled seeing FNV after 6 months

Compared to 12% on pre-test (statistically significant)

- Consumers reluctant to attribute campaign to behavior change
- Common among advertising campaigns generally

1 fruit
1 veg
Difference in daily consumption for those who remembered seeing the campaign and those who did not.

- Retailers reluctant to share sales data
- Revamping retail approach and evaluation strategies
2017 Partnership Results
Dec 2016 to Dec 2017

- **16%** Perceived change in strength of working relationships among implementing partners (percent change)

- **111%** Perceived change in how the collaborative functioned over the intervention period (clear roles and responsibilities)

- **93%** Partners contributed in-kind staff time
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Phase III Plans:
June 25 - September 31, 2018

1. Digital pre-test completed June 22
2. Digital and social ads launch June 25
   - English & Spanish (based on user settings)
   - Delivered to low income millennials

October 1 and beyond

1. Potential to scale up to other tactics
   (billboards and/or transit)
2. Potential for development of new messages
3. Future depends on budgets and other factors
What questions do you have?