ReThink Your Drink:
A Sugar Sweetened Beverage Campaign
Aimed at West Virginia Limited Income Adults and Children

SNEB Webinar Presentation – August 18, 2015

Kristin McCartney
Johnna S. Beane
Elaine Bowen
Kerri Wade
Webinar Objectives

• Gain knowledge about Rethink Your Drink social marketing and direct education efforts in West Virginia

• Explore techniques for evaluating Rethink Your Drink activities

• Learn strategies for implementing Rethink Your Drink in your community
Social Marketing Campaign
Background and Implementation

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Public Health Specialist
WVU Extension-WV Family Nutrition Program
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WV Family Nutrition Program

• Unit within WVU Extension Services Families & Health Programs

• Receives annual SNAP-Ed funds from the USDA through the WV DHHR to provide nutrition education to low income audiences

• Nutrition Outreach Instructors (NOIs) and/or Health Educators are in most counties and provide direct education with adults and/or children

• Healthy Hunger Free Kids Act expanded programming to include obesity prevention and encourages multi-level and community-based approaches
## Why Target Sugar Sweetened Beverages?

### Top 25 Sources of Calories for ages 2 yrs+, NHANES (2005-2006)

<table>
<thead>
<tr>
<th>Overall (ages 2+ yrs)</th>
<th>Children and adolescents (2–18 yrs)</th>
<th>Adults and older adults (19+ yrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Yeast bread</td>
<td>2. Pizza</td>
<td>2. Yeast bread</td>
</tr>
<tr>
<td>3. Chicken and chicken mixed dishes</td>
<td><strong>3. Soda/energy/sports drinks</strong></td>
<td>3. Chicken and chicken mixed dishes</td>
</tr>
</tbody>
</table>
Why Target Sugar Sweetened Beverages?

FIGURE 3-6. Sources of Added Sugars in the Diets of the U.S. Population Ages 2 Years and Older, NHANES 2005–2006

- Soda, energy drinks, sports drinks: 35.7%
- Grain-based desserts: 12.9%
- Fruit drinks: 10.5%
- Dairy desserts: 6.5%
- Ready-to-eat cereals: 3.8%
- Sugars and honey: 3.5%
- Tea: 3.5%
- Yeast breads: 2.1%
- All other food categories: 15.4%
- Candy: 6.1%
Rethink Your Drink

• Social marketing campaign targeting reduction of sugar sweetened beverages (SSB) and increased water intake

• **2014 Interventions:** Billboards, Radio ads, Digital Marketing, Community Events and Camping activities during summer and fall

• **2015 Interventions:** Expanded Community Events and Camping Programs during the summer. Programs are in progress and will continue through fall

• Special thanks to the California Department of Public Health and the Boston Public Health Commission for use of materials, content and messaging!!
SNAP-Ed Funding Requirements

- Must target low income audiences
- Billboards were placed in communities (by zip code) where at least 50% of households with children under 18 received SNAP benefits (2008-2012 American Community Survey)
- Radio ads aired in same communities

<table>
<thead>
<tr>
<th>Experimental County</th>
<th>Experimental City</th>
<th>Zip Code</th>
<th>% Households receiving SNAP (with children under 18 years)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clay</td>
<td>Big Otter</td>
<td>25113</td>
<td>83.8%</td>
</tr>
<tr>
<td>Lincoln</td>
<td>Hamlin</td>
<td>25523</td>
<td>51.0%</td>
</tr>
<tr>
<td></td>
<td>West Hamlin</td>
<td>25571</td>
<td>57.0%</td>
</tr>
<tr>
<td></td>
<td>Yawkey</td>
<td>25573</td>
<td>78.0%</td>
</tr>
<tr>
<td></td>
<td>Kenova</td>
<td>25530</td>
<td>66.1%</td>
</tr>
<tr>
<td></td>
<td>Lavalette</td>
<td>25535</td>
<td>56.4%</td>
</tr>
<tr>
<td>Boone</td>
<td>Danville</td>
<td>25053</td>
<td>54.4%</td>
</tr>
<tr>
<td></td>
<td>Madison</td>
<td>25130</td>
<td>53.2%</td>
</tr>
<tr>
<td></td>
<td>Whitesville</td>
<td>25209</td>
<td>69.4%</td>
</tr>
<tr>
<td>Jackson</td>
<td>Ravenswood</td>
<td>26164</td>
<td>50.4%</td>
</tr>
<tr>
<td></td>
<td>Ripley</td>
<td>25271</td>
<td>50.6%</td>
</tr>
<tr>
<td>Cabell</td>
<td>Barboursville</td>
<td>25504</td>
<td>51.8%</td>
</tr>
<tr>
<td></td>
<td>Huntington</td>
<td>25702</td>
<td>76.6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>25703</td>
<td>53.2%</td>
</tr>
<tr>
<td>Putnam</td>
<td>Eleanor</td>
<td>25070</td>
<td>62.0%</td>
</tr>
<tr>
<td>Kanawha</td>
<td></td>
<td>25303</td>
<td>64.3%</td>
</tr>
<tr>
<td></td>
<td>Clendenin</td>
<td>25045</td>
<td>52.4%</td>
</tr>
<tr>
<td></td>
<td>Dunbar</td>
<td>25064</td>
<td>77.7%</td>
</tr>
<tr>
<td></td>
<td>Elkview</td>
<td>25071</td>
<td>56.7%</td>
</tr>
<tr>
<td></td>
<td>Marmet</td>
<td>25315</td>
<td>50.0%</td>
</tr>
<tr>
<td></td>
<td>Pocatalico</td>
<td>25320</td>
<td>52.7%</td>
</tr>
<tr>
<td></td>
<td>S. Charleston</td>
<td>25309</td>
<td>56.0%</td>
</tr>
<tr>
<td></td>
<td>St. Albans</td>
<td>25177</td>
<td>51.7%</td>
</tr>
</tbody>
</table>
The SNAP participation in the radio coverage area was 49.3%

Billboards were in place from June 2014 through February 2015

Radio ads aired on 5 local stations during the same period. Stations were chosen based on listening audience matching the demographic profile of the target audience.

Media Intervention Area

- Billboard & Radio
- Radio Only

West Virginia University Extension Service
Billboards

- 23 billboards in 7 counties
- 28,392,364 Total impressions during the 28-week campaign
- Cost $2.74 per thousand impressions
“You do so many things to protect your kids, but there’s one thing that can hurt them you may not be aware of. Sugary drinks, like sodas and sports drinks, can contain 16 or more teaspoons of sugar. Too much sugar can cause obesity, Type 2 diabetes and tooth decay. Try something healthier like water, seltzer or low fat milk instead. After all, your kids are sweet enough already.”

This is a program of WVU Extension Service Family Nutrition Program. For more information on SNAP education, please visit [www.familynutrition.ext.wvu.edu](http://www.familynutrition.ext.wvu.edu) or contact your local SNAP office.

This material was funded by the USDA’s Supplemental Nutrition Program. This advertisement was originally created by the Boston Public Health Commission. Any further use is prohibited without their express permission.
Radio Ad-Reach

• WV Radio Corporation
  • 1,400+ commercials broadcast on 3 radio stations
  • 490,924 impressions during the 28-week campaign
  • Guest appearances on “Ask the Expert”
  • 500,000 digital impressions on targeted websites

• Bristol Broadcasting
  • 1,200” commercials broadcast on 2 radio stations
  • 386,624 impressions during the 28-week campaign
  • Magic Island movie nights (promotions, web-space)
Digital Marketing

Websites were selected to match the demographics of our target audience (low income, women, ages 24-54)

<table>
<thead>
<tr>
<th>Month</th>
<th># Impressions</th>
<th># Clicks</th>
<th>CTR (Click through Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>502,071</td>
<td>294</td>
<td>.06%</td>
</tr>
<tr>
<td>July</td>
<td>519,007</td>
<td>453</td>
<td>.09%</td>
</tr>
<tr>
<td>August</td>
<td>504,306</td>
<td>519</td>
<td>.10%</td>
</tr>
<tr>
<td>September</td>
<td>501,529</td>
<td>403</td>
<td>.08%</td>
</tr>
<tr>
<td>October</td>
<td>500,249</td>
<td>414</td>
<td>.08%</td>
</tr>
</tbody>
</table>

National Click Through Rate (CTR) = .02%
28 Digital Marketing Sites

Examples:
• Allrecipes.com
• Americanidol.com
• Christianmingle.com
• Forthemamas.com
• Ratemyprofessors.com
• Tmz.com
• Marthastewart.com
• Bydabeach.com
• Bossip.com
• Littlemissbravo.com
• Grooveshark.com
• Legacy.com
• News.gooya.com
• Popculturemadness.com
• Techconsumer.com
Social Marketing Campaign
Media Awareness Evaluation

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Social Marketing Campaign Media Awareness Evaluation

Methodology

• Telephone survey conducted of SNAP recipients residing in Media counties (Media Group) along with a comparison group of SNAP recipients living outside of the targeted counties (Non-Media Group)

• Collaborated with Marshall University’s Center for Business and Economic Research call center to conduct the survey using CATI system

• Questions developed to determine awareness of media interventions and intent to change behaviors.
  • Current consumption of SSB (using BRFSS question)
  • Recent changes to SSB consumption and reason
  • Intent to change sugar sweetened beverage consumption
  • Exposure to campaign (aided recall)
    “Have you seen a white and blue billboard in your area that shows a water drop and blue water splashing on a white background at any time over the last several months?”
    “Have you heard the phrase “Rethink Your Drink” on the radio at any time?”
Social Marketing Campaign Evaluation

• Selected counties in the Non-Media group were matched to the Media counties based on:
  • County population size
  • Number of SNAP cases as of Sept 2014
  • Rural Urban Continuum Codes

• Phone number bank requested from WVDHHR for 19 selected counties (9 media & 10 non-media)

• Phone numbers were randomized to create sample of 160 recipient (80 media and 80 non-media)

• Surveys conducted week of April 21, 2015 through May 25, 2015
Social Marketing Campaign Evaluation - Preliminary Results

165 Completed Surveys

Demographic profile of respondents:

- High School Graduates (36.1% media – 36.6% non-media)
- Female (80.7% media – 70.2% non-media)
- Not in the Work Force
- Incomes less than $9999/year (56.6% media – 47.6% non-media)
- Average age 46 yrs (46.5yrs media - 47.1 yrs non-media)
Social Marketing Campaign Evaluation - Preliminary Results

Media Group -

• Very little self-reported change in SSB consumption compared to before media campaign began – 50.6% reported drinking SSB less and 48.2% reported drinking about the same amount.

• Billboards do not appear to be as effective as radio ads – 11% reported noticing billboards vs 20.7% reported hearing radio ads.
Social Marketing Campaign Evaluation - Preliminary Results

Non-Media Group -

- Majority reported no change in SSB consumption compared to before media campaign began — 56.1% reported drinking about the same amount of SSB and 39% reported drinking less

- Messaging appears to resonate with people and they share it with their family members — a few respondents reported hearing the “ReThink Your Drink” message from family members
Social Marketing Campaign Evaluation - Preliminary Results

Lessons learned - Adults

• More respondents in the Media Group report drinking less SSB than before campaign began 😊

• Radio ads appear to have greater awareness than billboards

• Non-Media group reported messages were shared with them by family members resulting in additional “reach” of social marketing interventions
Social Marketing Campaign Evaluation - Preliminary Results

Lessons learned - Logistics

• Do not begin a campaign towards end of funding year

• Good relationship with state office is key to implementation of telephone survey

• Start all necessary contracts/agreements at beginning of campaign

• Conduct evaluation while ads are still in place
Engaging WVU Extension and the Community

Elaine Bowen, Ed.D
Health Promotion Specialist
WVU Extension Service
Community Events & Camps 2014

• Extension educators were asked to make water more available, fun, and enticing at their summer 2014 activities; there was no formalized curriculum, activities, or training.

• A Survey Monkey assessment was completed in August 2014 to determine:
  • Activities completed
  • Reach of activities
  • Target audiences
  • Location of activities
  • Barriers and lessons learned

• Estimated Reach: 7,300+
How often did your Rethink Your Drink activity occur?

**2014**

**2015**

Q2 How often did your ReThink Your Drink event or activity occur?

Answered: 15  Skipped: 2

- **One-time event/activity**
- **Series of events/activity**
Location of event/activity

Q3 Location of event/activity (check all that apply)

Answered: 12  Skipped: 5

- 4-H Camp
- County Fair
- Farmers Market

2014

2015

West Virginia University
EXTENSION SERVICE
Q6 Who was the target audience of event/activity (check all that apply)

Target Audience

- Children 0 to 5yrs
- Children 6 to 12yrs
- Children 13 to 18yrs
- Adults
- Families

2014

2015
Camp Videos
Magic Island Movie Nights in Charleston, WV
Hydration Stations

Fruit infused water at community events demonstrated healthy ways to add a new flavor.
Stay Hydrated!

Fruit-infused water is a healthy alternative to juices or soda. It’s all natural, with more vitamins and minerals, and no added sugar. Try the recipes below or come up with your own combinations. (Each recipe makes one gallon.) Best if chilled overnight in the refrigerator.

### Blackberry Mint
- 40 blackberries
- 40 mint leaves
Tear mint leaves in half and smash blackberries to release flavors before adding to water.

### Blueberry Orange Basil
- 30 to 45 blueberries
- 9 basil leaves
- 3 oranges
Squeeze the blueberries, quarter the oranges, and tear the basil leaves in half before adding to the water.

### Citrus
- Slice your choice of oranges, lemons, and grapefruit.
- Use one of each fruit for every gallon of water.
- Chill overnight in the refrigerator.

### Pineapple Orange
- ¼ pineapple
- ½ orange
Slice the pineapple. Leave the peel on the orange slices. You may be able to add water 2 to 3 more times before the flavor is gone.

### Raspberry Lime
- 40 raspberries
- 4 small limes
Smash raspberries and remove rind from limes before adding to water. Let sit overnight for maximum flavor.

### Strawberry Kiwi
- 5 strawberries
- 2 kiwi
Slice the strawberries and kiwi before adding them to the water to release the flavors.

### Apple
- Slice 2 apples for every gallon of water.
- Add 2 sticks of cinnamon for every gallon of water.
- Chill overnight in the refrigerator.

### Watermelon Rosemary
- ¼ seedless watermelon
- 2 sprigs rosemary
Scoop watermelon directly into container. Add rosemary and fill the rest of the way with water. Let sit overnight.

### Remember these food safety tips:
- Wash hands, containers, fruit, and preparation surfaces.
- Do not mix batches. Use it up, clean the container, and make a new batch.
Community Fairs & Festivals
Introducing... Quench!
Lessons Learned
- Youth

✓ RYD messages resonate with all audiences; young children most receptive

✓ Messages link well with and adapt to many different programs – diabetes, family finance, meal planning, weight loss, etc.

✓ If you make it fun, they will come

✓ Measuring behavior and environmental changes will take time and require multiple/repeated methods
Curriculum Development and Implementation

Kerri Wade, MSW
Extension Agent – Kanawha County
WVU Extension Services
Rethink Your Drink @ Camp 2015

Rethink Your Drink Kits - Distributed to 30 county Extension educators for use in summer camps and other events

- Class activities
- Assemblies
- Quick Guide (Fast 5-minute fillers, 10-minute games, 20-minute games, guerrilla marketing, discussions)
- Pledge cards and Poster
- Hydration Challenge poster
- Tablecloth/beverage dispenser
- Wee posters
- Water bottles
Sweet Day

Class Activity

Materials
- One Search for Sweets Answer Sheet per pair
- 1 pen/pencil per pair
- One Search for Sweets answer sheet
- One set of Search for Sweets Cards
- Optional—samples of products from Search Cards
- Optional—low sugar fruit or vegetable snack (celery, strawberries, watermelon)

Get Ready:
1. Before the activity, hide the search for sweets cards in a designated area. Hide the cards in plain sight or make it more difficult, depending on the age of your participants.
2. If you can, provide a real food/drink example of the word and hide it with the word (i.e. an apple, an example of a carbohydrate, etc.).
3. Consider a prize for the winning pairs, such as being the first in line for dinner or a small inexpensive token, such as a 4-H pin, etc.

Search for Sweets Activity:
1. Divide the group into pairs.
2. Explain the activity:
   - Today’s game is called “Search for Sweets”. Each pair will have an answer sheet. Your job is to find hidden cards. When you find a card with a word on the front, look on the back of the card to find the facts. Write down facts about this word in the space provided on your paper.
   - The first team to find every fact and report back is the winner!
   - Do not take the card. Leave it for others to find.
   - Do not eat the samples. Leave them for others to find.
   - You have ___ minutes to search for the sweets. Ready, set, GO!
3. When time is up, call the group together.

Discuss and Check for Learning:
1. Why is this activity called “Search for Sweets”? Which words did you know? Which ones were new to you? What fact card was most interesting to you?
2. If you used real food/drink examples of the words, challenge the group to line them up from the least amount of sugar to the most amount of sugar. Which ones have naturally occurring sugars? Which ones have sugar added?
3. Optional—enjoy a low sugar fresh fruit or vegetable snack.
Sweet Day Assembly

Materials
- 8 drink containers for stations: water, orange juice, soda pop, sports drink, energy drink, sweet tea, juice drink, vitamin water
- For each type of drink, you may include different brands or sizes. Especially for older youths, this will enrich the learning experience.
- 8 copies of “Go Figure”, one for each station.
- 1 box of sugar cubes or packets
  Note estimated sugar content:
  - Water = 0 grams/tsp sugar
  - Orange Juice = 21 grams/5 tsp
  - Soda Pop = 33 grams/8 tsp
  - Sports Drink = 14 grams/4 tsp
  - Energy Drink = 30 grams/7 tsp
  - Sweet Tea = 23 grams/6 tsp
  - Juice Drink = 27 grams/7 tsp
  - Vitamin-Added Water = 13 grams/3 tsp
- One paper plate or clear cup per station to place measured sugar cubes

Get Ready:
1. Arrange 8 stations. Each has a drink container, enough sugar cubes/packets for each drink, and a “Go Figure” chart. Number each station with a sign, to help groups go from one station to the next in an orderly way.
2. Assign a leader to each station. Their task is to help each group find the number of teaspoons of sugar in each drink. For the first group, the leader will teach how to convert from grams to teaspoons of sugar. After the first group, they will guide each group in doing the math and counting the cubes/packets.

Count the Sugar Activity:
1. Discuss with the whole group the different types of drinks they might choose on an average day. Ask if they know how many grams of sugar are in each drink. Ask if they know how many teaspoons of added sugar are in their favorite drinks.
2. Explain the activity:
   - This activity is called “Count the Sugar” and it will help us all learn how much sugar is actually in different drinks.
   - In a small group, you will go to 8 stations to measure the amount of sugar in a drink. We will come back together after you visit all stations.
3. Divide youths into 8 groups. Assign each to a station to start.

Discussion and Check for Learning:
1. Were there any surprises in how much sugar was in drinks?
2. Can you name the drinks which are the healthiest? Which are not healthy choices?
3. If you do not care to drink water, what drinks would be healthy alternatives?
4. How might it affect your body if you drank beverages with lots of sugar every day or several times a day? (Answers: tooth decay, weight gain, low energy, headache, diseases later in life)

Optional: Enjoy a fruit-infused water break after the assembly.
Here in your hands is a tool created to make your camp a healthy experience for campers.

ALL ACTIVITIES ARE FUN, QUICK AND HEALTHY.
4-H volunteers, WVU Extension agents, staff, camping instructors and Health Officers will find a variety of camp-friendly activities here:

- Roll Call (Green section)
- Meal/Cabin Time Talk (Pink section)
- Fast 5-Minute Fillers (Blue section)
- 10-Minute Games (Purple section)
- 20-Minute Games (Yellow section)
- Council Circle or Large Groups Moment (Goldenrod section)
- Guerilla Marketing (White section)
A SPOONFUL OF WATER

Health Hint: Choose water first for your thirst.

How To: For this activity, you need four spoons and water.
1. Divide into groups of even numbers. Each group forms a line.
2. Give the first person in each line a full spoon of water.
3. The first person carefully passes the spoon to the next person in line.
   and on to the next.
4. The group with the most water left in their spoon at the end of the line
   leads the rest in the cheer. “Water first for your thirst!”

Variation: Groups pass the spoon down and back up the line.
Connecting water consumption and dehydration

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pale</td>
<td>YAY! You've been drinking enough water!</td>
</tr>
<tr>
<td>Light</td>
<td>Stay hydrated with a sip of water.</td>
</tr>
<tr>
<td>Medium</td>
<td>Have a drink of water.</td>
</tr>
<tr>
<td>Darker</td>
<td>Have a BIG drink of water.</td>
</tr>
<tr>
<td>Dark</td>
<td>Have a BIG drink now and another over the next hour.</td>
</tr>
</tbody>
</table>

[rethinkyourdrink.ext.wvu.edu](rethinkyourdrink.ext.wvu.edu)
Track Consumption with a Challenge

**HEALTHY HYDRATION CHALLENGE!**

Did you know . . . ?

- You should drink at least 8 cups of water every day to stay hydrated.
- You can check the “What Color is Your Wee” charts in the bathrooms to see if you are drinking enough water.
- Water helps your body stay healthy in many ways.
  - Helps you digest food
  - Keeps your skin healthy
  - Helps you maintain a healthy weight
  - Keeps your teeth healthy

OUR GOAL: ________
Take a Pledge

I PLEDGE... my health to better living and promise to rethink my drink.
Thank you for offering “Rethink Your Drink” at your summer camp!
To help improve the toolkit activities and materials, please complete this brief checklist on how the toolkit was used, as well as your opinions about the activities. Please complete one checklist for each separate camp. Below is a list of the activities. Please ✓ check whether you did the activity. If you used the activity, please comment on your successes or any problems you encountered. We welcome your feedback!

County: ________________  Camp: ________________  Dates: ________________

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Activity</th>
<th>✓ Check if you did the activity</th>
<th>Comments: Please provide any feedback on the activity implementation and response from youth.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class</td>
<td>Search for Sweets</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Learn the Facts Bingo</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Flavored Sun Tea</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Supercooling Water</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Beverage Scenarios</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Rethink Your Drink</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pledge Card</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assembly</td>
<td>Egg Hunt</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Frozen Sheet</td>
<td></td>
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<tr>
<td></td>
<td>Fruit Smoothie</td>
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<td></td>
<td>Fact Finding Mission</td>
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<tr>
<td></td>
<td>Rethink your Drink</td>
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<td></td>
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<tr>
<td></td>
<td>Game Show</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Pledge Card</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Preliminary Kit Evaluation Results

### Top Activities Reported at Camp (n=12)

<table>
<thead>
<tr>
<th>Class</th>
<th>Assembly</th>
<th>Activity Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rethink Your Drink Pledge (45%)</td>
<td>1. Rethink your Drink Game Show (45%)</td>
<td>1. That’s Me! (50%)</td>
</tr>
<tr>
<td>2. Learn the Facts Bingo (45%)</td>
<td>2. Count the Sugar (42%)</td>
<td>2. Healthy Beverage posters (33%)</td>
</tr>
<tr>
<td>3. Beverage Scenarios (27%)</td>
<td>3. Fruit Smoothie (40%)</td>
<td>3. Go or Whoa? (33%)</td>
</tr>
</tbody>
</table>
Camper Evaluation

3. As a result of participating in camp this year, do you now take any of the following action? (Select one response in each row by marking the appropriate box ☒.)

<table>
<thead>
<tr>
<th>Action</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Not Applicable to Camp</th>
</tr>
</thead>
<tbody>
<tr>
<td>I drink less sugar-sweetened beverages</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I drink more water</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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</tr>
</tbody>
</table>
Next Steps

• Complete Data Analysis for Media Awareness Campaign

• Analyze 2015 Community and Classroom Programs Feedback

• Explore Implementation of School-Based Programming via the Family Nutrition Program
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  • Camping Team
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Questions?