Listening to the Audience: Iowa Nutrition Network
Social Marketing for 2012 and Beyond

Brought to you by the Social Marketing Division of SNEB
Housekeeping

- Slides available
- Recorded version will be available via the SNEB website
- We’ll tackle questions in the last few minutes and any questions we don’t get to will be answered via email.
- If you find yourself interested in more information about any of these pieces, please contact me.
Social Marketing

- Audience-centered process
  - Listening to the audience and learning from their insight is crucial to the process.
  - Responsive to the changing needs and desires of the priority audience.

- Can be used to develop campaigns or other types of programming and interventions

- Process used to develop initial Pick a better snack™ materials.
Topics for Today

- Updates to Pick a **better** snack™ & Act

- Development and testing of new low-fat milk campaign

- Current projects
  - Retail Environment
  - Outdoor Messaging
  - Radio and TV
Pick a better snack™ & ACT in classrooms

- HOPES and NEST parent classes
- Public Health Depts.
- High Volume Retail Stores (Polk Co.)
- FSNE-eligible census tracts (billboards)
- Newspapers, radio and television
- IDPH Website
- WIC Clinics
- Food Assistance Offices and Website
- Direct mailings to FA participants
- Parent Newsletters
- Farmer's Markets
Developed 10+ years ago by a team of partners in Iowa with the common goal of promoting fruit and vegetable consumption.

Strong brand equity and recognition built by nutrition education contractors and other partners across the state.

Important that this campaign is kept current and relevant to the needs of our priority audience.

- Continuous evaluation
- Feedback from users
Audience Insight

- **Focus Groups – Academic Year 2008**
  - Parents of children who participate in BASICS nutrition education program (classroom-based SNAP-Ed)

- **Focus Groups – Summer 2010**
  - Low-income, African American mothers, nearly all participated in some type of food assistance program
  - Initial purpose was to further investigate a potential unintended effect of the campaign, but we learned much more
Findings

**BASICS Parents 2008**

- Campaign is good for kids, better communication needed for parents.
- Cost is a major barrier to performing the behaviors we encourage, need more strategies to help families afford healthy choices.
- Bingo card is a powerful tool and kids are asking for the foods they try at school, often throws parents for a loop.

**African American Moms 2010**

- Campaign is good for kids, but not so appealing to adults.
- Desire to see real food, if the goal is to motivate people to eat these foods, they need to look desirable and tasty (real photos).
- Cost and complicated preparation are significant barriers.
- Incentives, vouchers or coupons would be most effective in getting people to purchase and eat these foods (challenging considering poor redemption rate of WIC cash value vouchers for produce)
We did our best to listen...

- Photo options of fruits, vegetables and children available for FY 2012.
- Emphasis on easy preparation will continue, but support materials have an increased focus on cost and reducing waste.
- Drawn graphic options will remain available.
- Logo update protects brand equity while refreshing the look for a more modern feel.
Wash. Bite.
(how easy is that?)

Wash. Bite.
(How easy is that?)
When they come home hungry, have fruits and veggies ready to eat.

Wash. Bite.
(How easy is that?)
When they come home hungry, have fruits and veggies ready to eat.
**Peel. Eat.**

(How easy is that?)

*Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.*

**Pick a better snack™ & Act**

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**Scoop. Eat.**

(How easy is that?)

*They learn from watching you. Start fruits and veggies and your kids will too.*

---

**Peel. Eat.**

(How easy is that?)

*Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.*

---

**Pick a better snack™ & Act**
Slice. Eat.

(How easy is that?)

When they come home hungry, have fruits and veggies ready to eat.

Slice. Eat.

(How easy is that?)

Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.

Slice. Eat.

(How easy is that?)

Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.
Slice. Eat.

(How easy is that?)

When they come home hungry, have fruits and veggies ready to eat.

Slice. Eat.

(How easy is that?)

When they come home hungry, have fruits and veggies ready to eat.

Slice. Eat.

(How easy is that?)

When they come home hungry, have fruits and veggies ready to eat.

Pick a better snack™ & Act
Wash. Eat.

(How easy is that?)

They love firm, Crunchy veggies. Eat fruits and veggies and your kids will too.

Pick a better snack™ Act

Wash. Eat.

(How easy is that?)

Want your kids to reach for a healthy snack?
Make sure fruits and veggies are in reach.

Pick a better snack™ Act

Cook. Eat.

(How easy is that?)

1. Scrub the sweet potato skin.
2. Prick four times with a fork.
3. Microwave a medium-sized potato for five minutes turning half-way through.

Pick a better snack™ Act
Wash. Bite.

(How easy is that?)

When they come home hungry, have fruits and veggies ready to eat.

Pick a better snack® & Act

Slice. Eat.

(How easy is that?)

They learn from watching you. Eat fruits and veggies and your kids will too.

Pick a better snack® & Act

Peel. Eat.

(How easy is that?)

When they come home hungry, have fruits and veggies ready to eat.

Pick a better snack® & Act
**Dip. Eat.**

(How easy is that?)

They learn from watching you.
Eat fruits and veggies and your kids will too.

**Wash. Eat.**

(How easy is that?)

They learn from watching you.
Eat fruits and veggies and your kids will too.

**Wash. Bite.**

(How easy is that?)

When they come home hungry, have fruits and veggies ready to eat.
Slice. Eat.

(How easy is that?)

Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.

Peel. Eat.

(How easy is that?)

Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.

Wash. Bite.

(How easy is that?)

Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.
Slice. Eat.

(How easy is that?)

When they come home hungry, have fruits and veggies ready to eat.

Wash. Bite.

(How easy is that?)

Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.

Ready-to-Serve Snacks.

(How easy is that?)

When they come home hungry, have fruits and veggies ready to eat.
Scoop. Eat.

(How easy is that?)
They learn from watching you.
Eat fruits and veggies and your kids will too.

Wash. Bite.

(How easy is that?)
Want your kids to reach for a healthy snack?
Make sure fruits and veggies are in reach.

Pick a Better Snack.

(How easy is that?)
They learn from watching you.
Eat fruits and veggies and your kids will too.
Pick a better snack™ & ACT in classrooms

- Public Health Depts.
- HOPES and NEST parent classes
- Farmer's Markets
- Parent Newsletters
- Direct mailings to FA participants
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- High Volume Retail Stores (Polk Co.)
FEBRUARY

Family Goal Setting
Make half your plate fruits and veggies this month. Start by doing this twice a week. Add a salad, a piece of fruit or a cup of microwaved veggie to make every meal more colorful and nutritious.

Iowa’s Food Assistance Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. Go to www.yesfood.iowa.gov for more information.

www.idph.state.ia.us/pickabettersnack
EAT SMART. PLAY HARD.

PICK A BETTER SNACK.

Bell Pepper (Cut. Eat. How easy is that?)
• Baking: Bell peppers come in many colors: red, orange, yellow, green, and purple! Choose firm, bright colored peppers with tight skin. Steer clear of peppers with soft spots or cracks.
• Storing: Refrigerate bell peppers in a plastic bag for use within 5 days. Leave sliced peppers in a sealed container in the fridge so they're ready for snacks after school.
• Enjoying: Bell peppers taste great fresh. They're sweet and mild; don't worry about heat with bell peppers. Just cut open and remove the seeds. Then, cut into strips and enjoy! Work peppers into your favorite meals by adding them to pizza, pasta or hash browns. For a tasty treat, cut off the top of a pepper and scoop out the seeds. Put a scoop of low-fat cottage cheese inside the pepper. It's a pepper bowl you can eat that's a fun snack for kids.

Resource:
Save money with the 3 easy steps to family meals at www.extension.iastate.edu/foodsavings/

www.idph.state.ia.us/pickabettersnack

LET'S MOVE!

Let's Move in the Winter.
It's still cold outside, but that doesn't mean you are stuck inside! Head outside for some winter physical activity and have fun:
• Bundle up and have a family snow fight!
• Head to the nearest hill and go sledding.
• Make snow angels, a snowman, or a snow fort.
• Shovel the sidewalks or driveway together as a family.

NAME
has played Pick a better snack™ & Act bingo this month.

SIGNATURE

www.fns.usda.gov/eatsmartplayhardkids

Eat Smart, Play Hard is a United States Department of Agriculture (USDA) Food and Nutrition Service’s (FNS) Campaign to promote healthy eating and encourage physical activity in children and families. Power Fuzzies™ is the messenger for this campaign.
MARCH

Pick a better snack & Act with your family.

MOM-TO-MOM
After my son turned two, I knew it was time for him to switch to low-fat milk. He still needed all of the nutrients from milk, but he didn’t need all of the extra fat like he did when he was a toddler. He loved his whole milk so I decided to make the transition slowly. I mixed his whole milk with fat-free for a while and slowly mixed in more and more until he was drinking all fat-free and couldn’t even tell the difference. Now I can buy one kind of milk for all of us and we get all the nutrition we need without the extra fat.
~ Katie, a mother of one in Iowa
Eat well and your kids will too.

COST COMPARISON
Not only is it healthier for your family, but skim milk saves money! The price of fat-free milk is about $1 less than the price of whole milk. If you buy two gallons per week for your family, you could save over $100 per year with this small change.
(Source: Iowa EFNEP, www.extension.iastate.edu/foodsavings/)

GET REAL!
Let’s face it, most kids love flavored milk like chocolate or strawberry. These drinks have the goodness of milk, but they also have added sugar and calories that kids don’t need. 1% or fat-free white milk is the best choice for kids 2 and over; flavored milk can be a special treat once in a while. If your kids have a tough time making the switch to white milk, try sweetening it a little with a couple of drops of chocolate syrup. You can add less and less until the kids learn to like milk without extra sweetener.

WHY IT MATTERS
Fat-free milk has all the nutrition of 2% or whole milk with less fat. Fat-free milk has the same amount of calcium, protein and vitamins as 2% or whole. The only difference is the calories and fat Switch to fat-free or low-fat (1%) milk. Compare the labels next time you’re at the grocery store. Children ages 2-8, need 2 cups per day and kids over 8 need 3 cups per day. Their bodies change, so should their milk.

Pick a better snack™

Act

Visit our website at www.idph.state.ia.us/pickabettersnack
Funded by USDA SNAP-Ed Program, an equal opportunity provider and employer, in collaboration with the University of Northern Iowa, the Iowa Food Assistance Program provide nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. Go to www.patronagroenergia.co for more information.
Make the Switch to Low-fat Milk
New Territory

**Goal:** Motivate mothers of children age two and up to serve 1% or fat-free milk.
What did we already know?

- Data show that higher-fat milk contributes a significant amount of saturated fat to kids’ diets.

- Many Iowa families choose whole or 2% milk even if they do not have a 1 year old in the house.

- Formative research done in 2008 showed that emotions contribute heavily to moms’ decisions about nutrition and there are significant knowledge gaps about low-fat milk.
Concept Development & Initial Testing

- Strong emotional appeal
- Tested with seven focus groups of low-income moms
- Unfortunately, none tested very well.
Lessons Learned

1. **Audience segmentation is crucial.** We determined our campaign would target low-income mothers who already serve milk regularly as opposed to moms who don’t currently serve milk. The primary focus is making the switch to 1% or fat-free milk.

2. **Emotion is powerful!** Initial concepts equated milk choices with strong maternal emotions like love. Many moms found this judgmental and ineffective.

3. **Knowledge is key.** Many moms who participated in message testing believed that 1% and fat-free milk lacked important nutrients for health and growth.
Next Steps

Back to the drawing board…

1. Developed new concepts based on findings from focus groups.
   • Emotional appeal is different
   • Facts are more prominent

2. More testing
   • Believable, compelling and understandable?
   • Good fit with the audience?

3. Even more testing! (Interpretation of top line concepts)
THEY’VE CHANGED.
SO SHOULD THEIR MILK.

Let’s face it. Your baby isn’t a baby anymore. But as they grow, they still need all of the nutrition of whole milk, just not the fat. So for children over two, serving them 1% or skim milk will give them the same calcium with fewer calories per serving, because no matter what, they’re still your baby.

Same nutrition. Less fat.

THEY’VE OUTGROWN WHOLE MILK TOO.

It seems like every time you blink, your kids get bigger and bigger. As their bodies grow, they still need the nutrition of whole milk, just not the fat. 1% or skim milk gives them the same amount of calcium and fewer calories per serving. Which is perfect for children over two. It’s the milk they’ll never outgrow.

Same nutrition. Less fat.
I'M #1. SO IS MY MILK.

You make sure they only get the best, especially when it comes to nutrition. But did you know, 1% and skim milk has the same calcium and less fat per serving than whole milk? Which is perfect for a child over two. A simple switch would save them 150 calories everyday. So make the switch and keep your family #1.

Same nutrition. Less fat.
THEIR BODIES CHANGE.
SO SHOULD THEIR MILK.

As their bodies grow, they still need the nutrients of milk, just not the extra fat of whole and 2% milk. Serving children two and over 1% or fat-free milk will give them the same calcium with less fat. It’s the milk they’ll never outgrow.

Same nutrients. Less fat.
Two rose to the top...
We have a winner!

• Emotional appeal is reflective and nostalgic
• Easily comprehended
• Relatable, maternal emotion without the unintended implication of judgment.
• Moms smile and linger.
• Embraced by the Iowa WIC Program.
• Photo shoots carried out last July to create a diverse group of images.
Their bodies change, so should their milk.
Their bodies change. So should their milk.

As their bodies grow, they still need the nutrients of milk, just not the extra fat of whole and 2% milk. Serving children two and over 1% or fat-free milk will give them the same calcium with less fat. It’s the milk they’ll never outgrow.

Same nutrients. Less fat.
Their bodies change. So should their milk.

As their bodies grow, they still need the nutrients of milk. Just not the extra fat of whole and 2% milk. Serving children two and over 1% or fat-free milk will give them the same calcium with less fat. It’s the milk they’ll never outgrow.

Same nutrients. Less fat.
Point-of-Purchase Project
Point-of-Purchase Project

- Six participating stores including local and national chains.
- Children recognize Pick a better snack™ messaging from school and know the demonstrator will have something for them to try.
  - Children direct parents
Point-of-Purchase Project

- Requested of stores
  - Two demonstrations per month, per store. Each occurs during the first week of the month.
  - Signage in place in produce and dairy
    November 2011 through May 2012
  - Donate food for demonstrations
Point-of-Purchase Project
Point-of-Purchase Project
Point-of-Purchase Project

- Goals for the future
  - Greater reach
    - This will require a big change in INN’s role
  - Stores take some ownership of the project and our role becomes one of technical assistance and encouragement
Outdoor Messaging

- Billboards, bus shelters and gas station pump toppers
- Qualifying SNAP-Ed Census Tracts
Outdoor Messaging

Ready-to-Serve Snacks.
(How easy is that?)

Pick a better snack

Funded by USDA's Supplemental Nutrition Assistance Program (Food Assistance in Iowa). For help buying healthy food, visit www.yesfood.iowa.gov. USDA is an equal opportunity provider and employer.
Outdoor Messaging

Slice. Eat. (How easy is that?)

Pick a better snack

Funded by USDA's Supplemental Nutrition Assistance Program (Food Assistance in Iowa). For help buying healthy food, visit www.yesfood.iowa.gov. USDA is an equal opportunity provider and employer.
Outdoor Messaging

Wash.
Bite.
(How easy is that?)

Pick a better snack

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Future Plans

- Currently finalizing radio and TV ads to run this spring and be available to partners in June 2012.
- We have received a Wellmark Foundation grant which will fund placement of these messages in Des Moines as part of the Wave 2 evaluation project.

- Pick a better snack™ materials are online now for partners to access
  
  http://www.idph.state.ia.us/pickabettersnack/common/pdf/overview_components.pdf

- Bodies Change materials will be posted in June of 2012.
Evaluation

- Partnership with Altarum Institute and Research Triangle Institute
  - Pre-post, survey with third grade children matched to their parents
    - awareness, self-efficacy, preference, consumption, role modeling behaviors...
  - Intercept interviews at retail locations
  - Intercept interviews at DHS offices
  - Interviews and focus groups with parents, teachers and other stakeholders
  - Process data from educators, online collection
What questions do you have?
Thank you!

Thank you to SNEB and all of you online. Please send questions & feedback.

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A special note of thanks to ZLRIGNITION, the marketing company who has worked with us on both of these campaigns.