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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



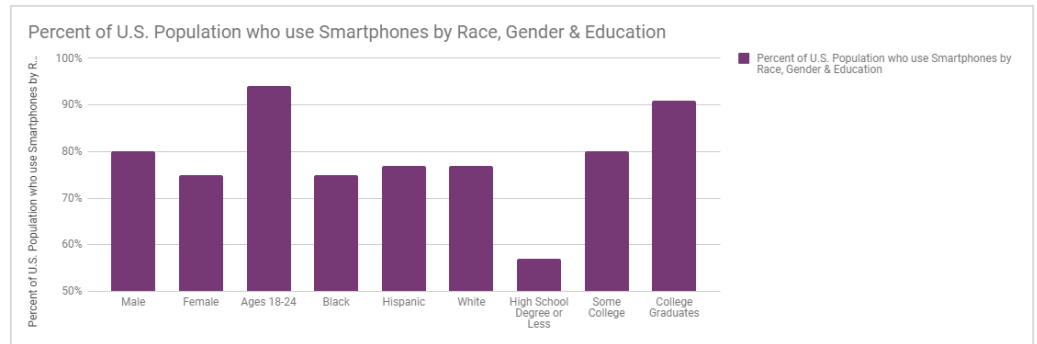
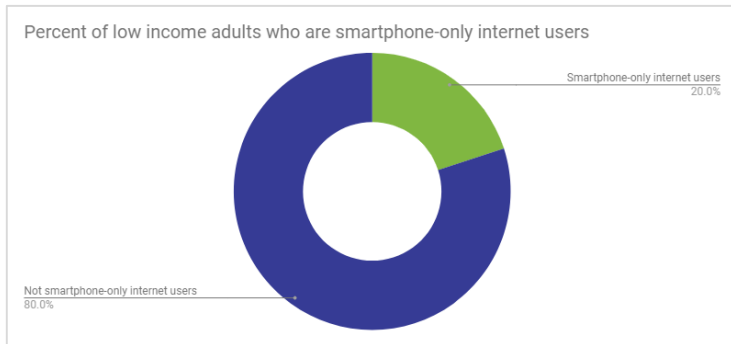
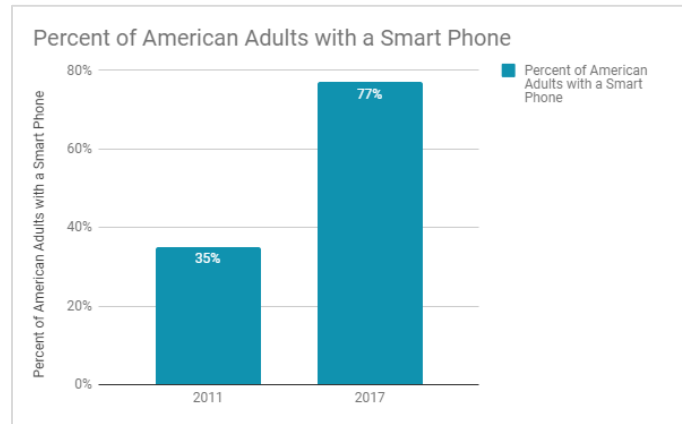
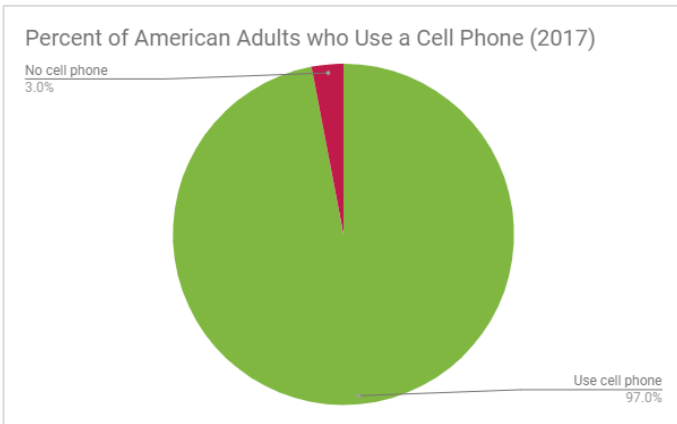
PREVENTABLE CHRONIC  
DISEASES SUCH AS  
DIABETES, CANCER  
HIGH BLOOD PRESSURE  
HEART DISEASE  
& OBESITY

# Marketing impact

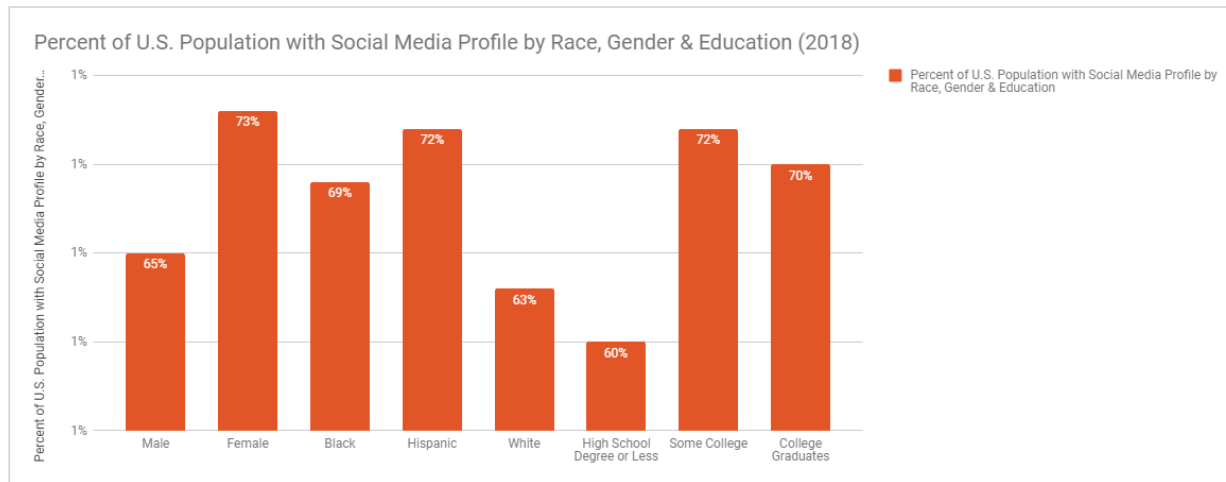
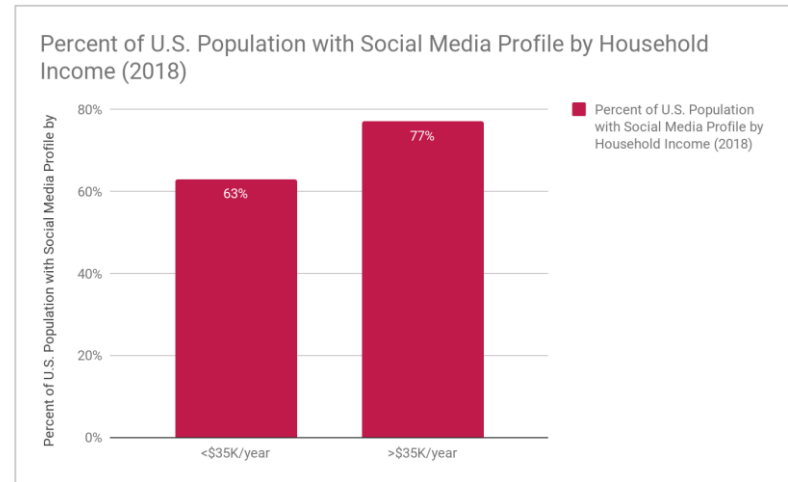
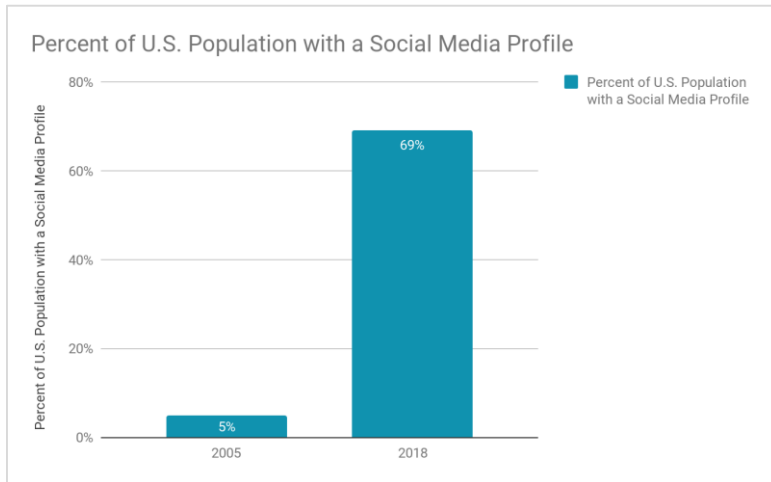
**\$2 billion**  
spent annually  
marketing  
unhealthy  
foods to youth

**Less than  
1% is spent  
marketing  
healthier items**

# Societal changes: cell phones



# Societal changes: social media



social marketing

# Social marketing\*



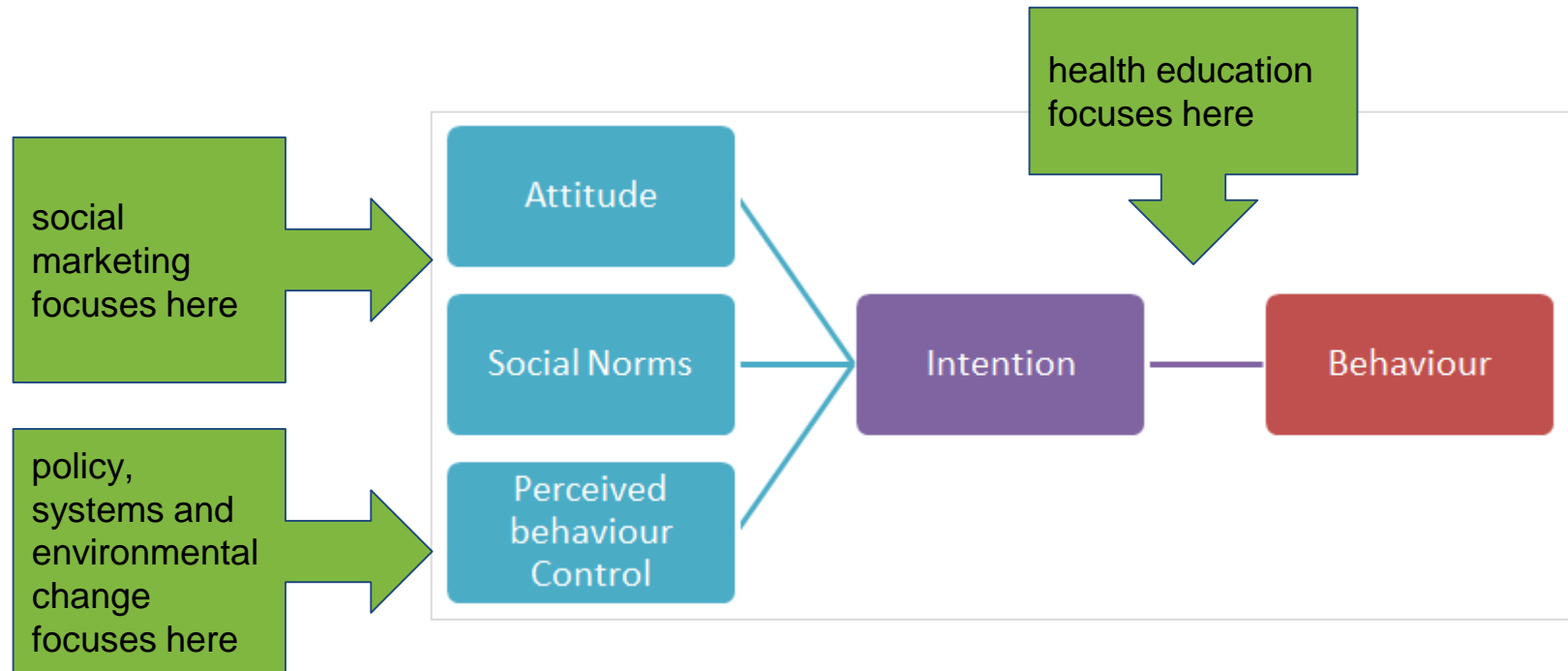
Uses marketing techniques to influence the **voluntary** behavior change of a **specific target audience** members toward **positive health behaviors**.

\*Not the same as **social media** (Facebook, Instagram, Twitter)





# Theory of change



# Social marketing in public health



**MADE IN PARIS  
BORN IN DENMARK**

Save Denmark's declining birth rate  
with a romantic city holiday

Mont Blanc 1.395,-  
Le Havane 1.595,-  
Des Arenes 1.795,-

**SPIES**  
Do-it-for-Denmark.dk

GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?

Don't even have to drink tonight. That makes her happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends.

For more info on the totally brand new way to get around safely, ask your bartender about The Road Crew. And remember, safety first, so don't jump around in the bar. Thanks.

# about FNV

(fruits & veggies)

[video link](#)

TURN BROWN



FOR WHAT

YOU USED TO  
CAUL ME

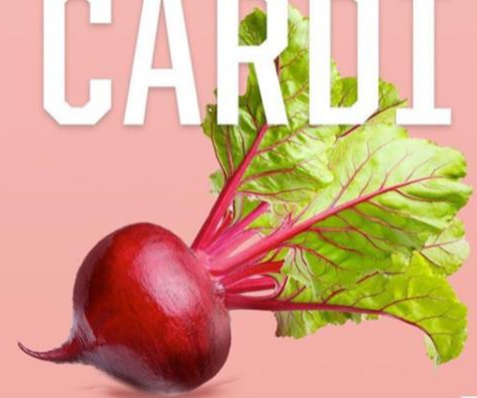


ON MY CELL PHONE

EVERY DAY  
I'M BRUSSELIN'



CARDI



ORANGE  
is the new  
SNACK



SLICE



SLICE



BABY



GETTIN'  
FIGGY  
WIT IT





# FNV Intervention Strategies



Retail



Transit



Digital  
/social



Billboards

# Structure

## NATIONAL PARTNERS



## STATE ADVISORY TEAM



## 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



WE STAND FOR  
FRUITS & VEGGIES

FNV



**DIE HARD FANS**  
*eat*  
**GREEN**  
**AND GOLD**

GET A TASTE AT [FNV.COM](http://FNV.COM)

**UW Extension**  
University of Wisconsin-Extension

 **healthTIDE**

This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP.  
University of Wisconsin-Extension is an equal opportunity provider.

# New Wisconsin messages

**APPLES**  
— *make* —  
**CHEDDAR**  
**BETTER**

WE STAND FOR  
FRUITS & VEGGIES  
FNV

GET A TASTE AT [FNV.COM](http://FNV.COM)

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# New MKE Messages



*At the market,*  
**A LITTLE BIT OF  
GREEN**  
*goes a long way*

GET A TASTE AT [FNV.COM](http://FNV.COM)

**WE STAND FOR  
FRUITS & VEGGIES**

**FNV**

**UW  
Extension**  
University of Wisconsin-Extension

**healthTIDE**

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**LAMAR**



# 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



**UW**  
**Extension**  
University of Wisconsin-Extension

 **healthTIDE**

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**UW**  
**Extension**  
University of Wisconsin-Extension

 **healthTIDE**

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# 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

# Phase III Communities

<b>Wausau</b> 54401 54403	<b>Stevens Point</b> 54482 54481	<b>Wisconsin Rapids</b> 54495 54494	<b>Appleton</b> 54911 54913 54914 54915	<b>Oshkosh</b> 54901 54902
<b>Fond du Lac</b> 54937	<b>Kenosha</b> 53140 53143 53142	<b>Racine</b> 53402 53403 53404 53405	<b>Beloit</b> 53511	<b>Janesville</b> 53545 53548



# 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?