



Can Statewide Advertising Advance National Nutrition Policy Goals?

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**National Prevention and Health Promotion Summit: Creating a Culture of Wellness
November 27, 2007**

Network for a Healthy California

- Formerly known as *The California Nutrition Network*
- Largest provider of Food Stamp Nutrition Education (FSNE) in the nation
 - 7 M low-income parents and children
 - Household income \leq 185% FPL (FSNE-eligible)
- 10,7 million CA Latinos; about half are FSNE eligible
- 2 million CA African-Americans; 40% are FSNE-eligible



Network for a Healthy California: Powerful Infrastructure to Reduce Chronic Disease Risk

138 projects, 11 regions

The *Network* “pillars”

↑ Fruit and Vegetable Consumption

↑ Physical Activity

↓ Food Insecurity

↓ Chronic Disease

Employs a comprehensive social marketing approach, framed around the social-ecological model





**CHAMPIONS
for CHANGE**
Network for a Healthy California



**Schools, Farmers'/Flea Markets, Festivals, Grocery
Stores, Community-Based Organizations/Direct Health
Service Providers, and Media**



Governor's **Summit** On Health, Nutrition and Obesity

September 15, 2005



California Obesity Prevention Plan: A Vision for Tomorrow Strategic Actions for Today – September, 2006



- Leadership & Coordination
- Transform the Norm – media and marketing
- Community Makeovers
- Measuring Change



Network Front Lines Media Campaign

- Initiated in 2005; carried over through 2006
- Paid, bilingual media delivers the *Network* media message on a broad scale
- Parental public awareness

- The extent of childhood obesity
- The serious implications of childhood obesity

Emphasizing to parents the importance of reinforcing healthy behaviors in their children to reduce risk

- Consumption of fruit and vegetables and an hour of physical activity a day
- Message was delivered by professionals working on the ‘frontlines’ with children for their well-being



Font Lines Ad - Teacher



Font Lines Ad - Doctor



2005 – 2006 Front Lines Media Campaign – Outdoor: Doctor



Media Markets for Front Lines

2005 – 9 markets	2006 – 8 markets
San Diego	San Diego (Spanish)
Los Angeles/San Bernardino/Riverside (LA)	Los Angeles/San Bernardino/Riverside (LA)
Bakersfield	Bakersfield
Fresno	Fresno
Monterey (Spanish)	Monterey (Spanish)
San Francisco/Oakland/ San Jose (SF) (English)	San Francisco/Oakland/ San Jose (SF) (Outdoor only, No TV)
Sacramento	Sacramento (English)
Chico (English)	Palm Springs
Eureka (English)	



Benchmark Evaluation Surveys

		2005	2006
Food Stamp participants, women 18-54	Telephone, random sample (CATI)	996	1,000
No FS mothers, income \leq 130% FPL	In-person mall intercept interviews in low-income neighborhoods	1,000	1,000
Mothers 131-185% FPL			300 ¹
Children age 9-11		400	400

¹Non-USDA funds used in 2006; changes in USDA funding guidance for allowable populations to use for survey evaluation restricted use of FSNE funding.



2006 Components Adult Survey Included:

- Unaided and aided recall of advertising – all types
 - Unaided “Describe what you remember – main message, story, characters”
 - Aided recall describes the ad and asks if person remembers it -- includes “false ads”
- Exposure to non-advertising *Network* types of interventions



2006 Components Adult Survey

Also Included:

- Risks/benefits related to obesity, fruits and vegetables (FV), and physical activity (PA)
- Recommendations about adult goals for FV/PA
- Stage of change for eating FV and getting 30 minutes of daily PA
- Perceived social norms, self-efficacy, perceived barriers and benefits related to FV/PA
- Parental responsibility for child eating FV and getting PA, family norms, behavior with own children
- Public policy, fast food, and employer issues - FV/PA



Findings: Front Lines Reached Our Food Stamp Participant Audience

Aided Recall of Any *California Nutrition Network* Front Line Campaign Ad*

	<u>2005</u>	<u>2006</u>
Food Stamp Moms	68%	76%
Low-Income Moms (\leq 185% FPL)	45%	64%

*During three months prior to survey

Source: The *California Nutrition Network* 2005 and 2006 Benchmark Surveys



Findings: We Reached Our Targeted Campaign Audiences (Aided Recall)

	<u>2005</u>	<u>2006</u>
<u>Food Stamp Moms</u>		
African American	76%	84%
Hispanic	66%	80%
Caucasian	70%	69%
All Other	44%	45%
<u>Low-Income Moms (<185% FPL)</u>		
African American	52%	63%
Hispanic	50%	68%
Caucasian	36%	55%
All Other	31%	57%
*During three months prior to survey		

Source: The *California Nutrition Network* 2005 and 2006
Benchmark Surveys

We Reached the Markets Where We Placed the Most Media Advertising

Aided Recall of Any <i>Network</i> Campaign Ad,* 2006		
<u>Advertising Weight Level</u>	<u>Food Stamp Moms</u>	<u>Low-Income Moms</u> (≤185% FPL)
Highest		
Los Angeles	89%	80%
Inland Empire	77%	77%
Central Valley	76%	71%
Minimal		
Orange County/San Diego	59%	38%
Bay Area (San Francisco)	49%	38%
Other California Counties	57%	69%
*During three months prior to survey		

Food Stamp Consumers in Particular Are “Getting” the Front Lines Message - Obesity -

Being overweight or obese can cause serious health problems like diabetes, cancer or heart disease.

Strongly Agree

2005

2006

Food Stamp Moms

92%

93%

Low-Income Moms (<185%
FPL)

76%

82%

Source: The *California Nutrition Network* 2005 and 2006 Benchmark Surveys



Food Stamp Consumers in Particular Are “Getting” the Front Lines Message - Physical Activity -

Being physically active will help reduce your risk of getting diseases like diabetes, cancer or heart disease.

Strongly Agree

2005

2006

Food Stamp Moms

78%

83%

Low-Income Moms (<185%
FPL)

68%

70%

Source: The *California Nutrition Network* 2005 and 2006 Benchmark Surveys



Low Income Consumers Are Beginning to Get the Front Lines Message

- Fruits and Vegetables -

Eating fruits and vegetables does not reduce your risk of getting diseases like diabetes, cancer or heart disease.

Strongly Disagree

2005

2006

Food Stamp Moms

49%

56%

Low-Income Moms (<185%
FPL)

44%

56%

Source: The *California Nutrition Network* 2005 and 2006 Benchmark Surveys



Findings: Consumers Would Like to “Do the Right Thing”

Key Consumer Finding:

- Over 90% of target audience report strong normative beliefs that F/V's and being physically active are “good” for their children and that childhood obesity is a serious problem
 - Over 90% feel making it easy for children to eat FVs and be physically active is a good thing
 - In 2006, 83% of FS consumers agree that “Being overweight or obese is a very serious problem among California children”

Insight:

- It will not be necessary to “sell” the Food Stamp mother on the importance of her role



Findings: But They Don't Know What “Right” Is

Key Consumer Finding:

- However, knowledge of recommended “dosage” for personal behavior is lacking
 - ~ half know FV recommendation
 - ~one-third know PA recommendations

Insight:

- Don't tell the consumer what she already knows
- Provide our audience the tools and education that can help them help themselves



Findings: Self-Efficacy

Key Consumer Finding:

- Self-efficacy among target to achieve recommended dosage is lacking
 - Only ~one-third are “very sure” of their confidence to eat ≥ 5 servings of F/Vs
 - Only ~half are “very sure” of their confidence to be physically active at least 30 minutes/day

Insight:

- Increase self-efficacy through empowerment
- Use real moms to encourage/inspire target
- Intended response: “If she can do it, so can I.”



How Benchmark Findings Have Informed New Campaign

- Mothers are taking action to help their children, but could be doing so more strongly.
- There is lots of room for increased involvement in community improvement
- A shift from “authority figure” talking to the mom to mom-to-mom empowerment

Empowering, Champions, Change Agents
CHAMPIONS for CHANGE



The New Campaign – Champion Moms

TV, Radio, Outdoor, Direct Mail, Web



**My kitchen.
My rules.**

Rule #1:
**Eat more fruits
and vegetables.**



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for CHANGE**
Network for a Healthy California

For tips on obesity prevention or Food Stamp information, call 1-888-328-3483. A message from the California Department of Health Services.
Funded by the U.S. Department of Agriculture's Food Stamp Program.

**My television.
My rules.**

Rule #2:
**Turn it off and
go out and play.**



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**Our neighborhood.
Our rules.**

Rule #3:
**We speak up for
healthy changes.**

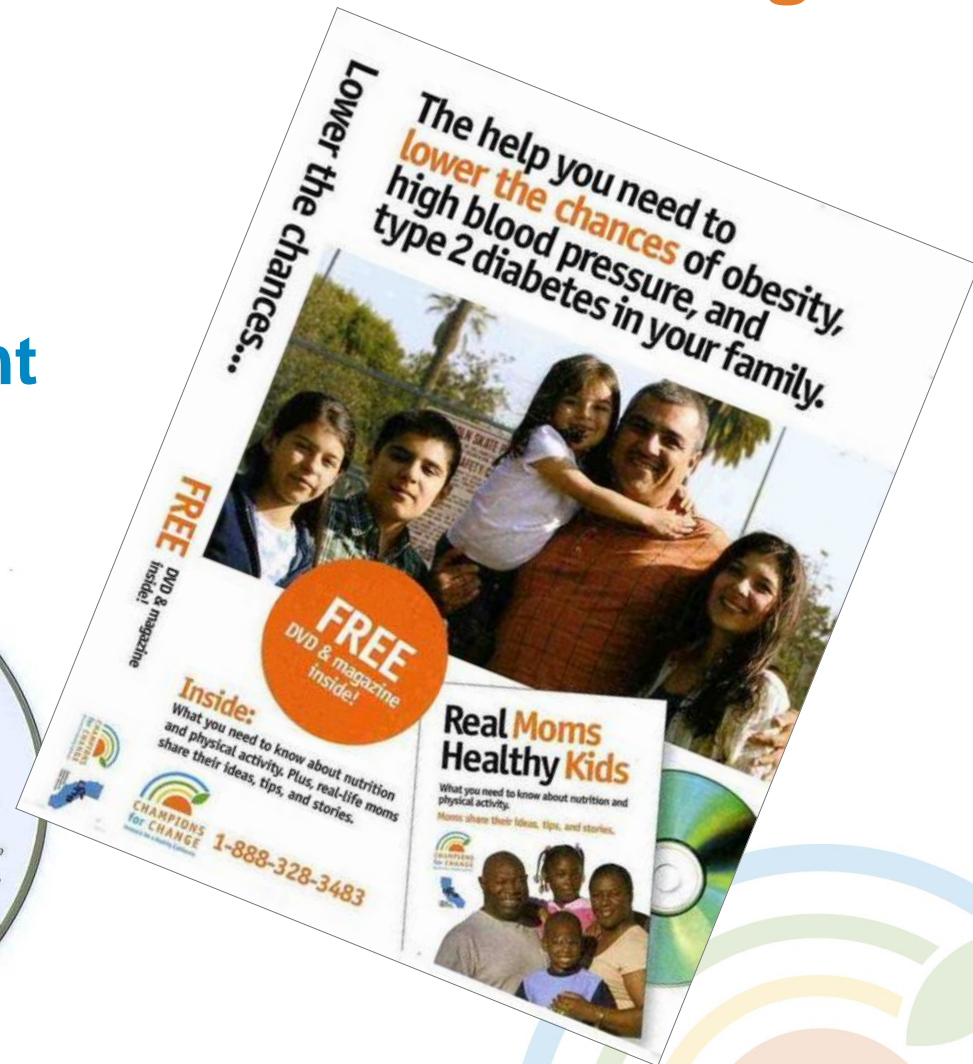
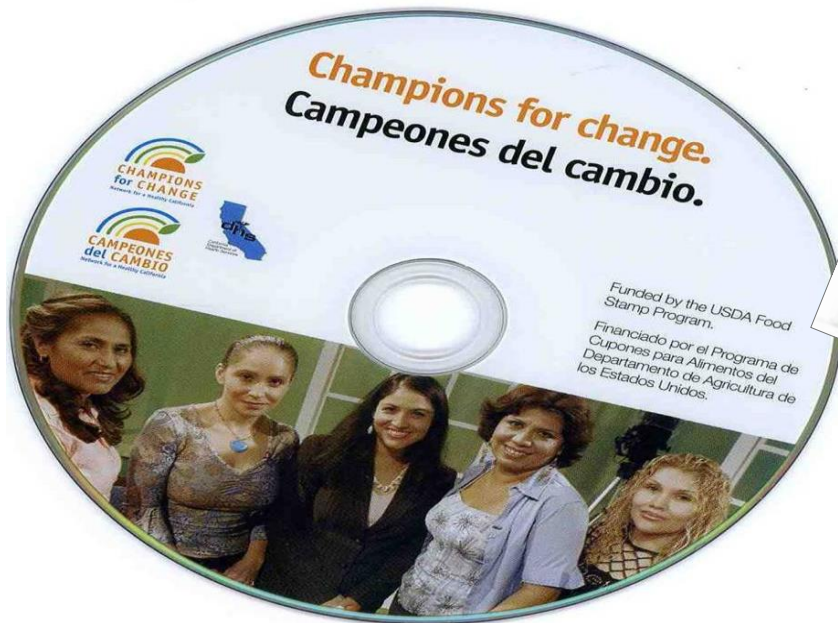


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New Bilingual Grassroots Campaign Adds In-Home Media to the Mix - DVD Package

- Gives moms the information they need
- Builds self-confidence
- Provides empowerment tools



Slide Guide

Helps identify family members' individual needs

Recommended Cups of Fruits and Vegetables for

Boys and Men

CHAMPIONS for CHANGE
Network for a Healthy California

How Many Cups of Fruits and Vegetables Do I Need?

AGE	FRUITS	VEGETABLES	TOTAL
2-3	1 CUP	1 CUP	2 CUPS

Physical Activity Level:
Moderately or vigorously active for less than 30 minutes a day

AGE	FRUITS	VEGETABLES	TOTAL
2	1 CUP	1 CUP	2 CUPS

Physical Activity Level:
Moderately or vigorously active for 30 to 60 minutes a day

AGE	FRUITS	VEGETABLES	TOTAL
2	1 CUP	1 CUP	2 CUPS

Physical Activity Level:
Moderately or vigorously active for more than 60 minutes a day

PULL NEPS-SD4/Ver. 4/07

How Many Cups of Fruit and Vegetables Do I Need?

How Do I Use This Guide?

- Choose the side that matches your gender. One side is for girls and women and the other is for boys and men.
- Choose the window that best describes your daily physical activity level:
 - Top Window**
Moderately or vigorously active for less than 30 minutes a day
 - Middle Window**
Moderately or vigorously active for 30 to 60 minutes a day
 - Bottom Window**
Moderately or vigorously active for more than 60 minutes a day

MODERATE PHYSICAL ACTIVITY includes walking briskly, hiking, gardening/yard work, and dancing.
VIGOROUS PHYSICAL ACTIVITY includes running/jogging, bicycling, swimming laps, and aerobics.
- Looking at the physical activity level window that is right for you, pull down on the card until you find your age.
- Look in the window to see how many cups of fruits and vegetables you need every day for good health.

www.cachampionsforchange.net | 1-888-328-3483
Funded by the U.S. Department of Agriculture Food Stamp Program.

Recommended Cups of Fruits and Vegetables for

Girls and Women

AGE	FRUITS	VEGETABLES	TOTAL
2-3	1 CUP	1 CUP	2 CUPS

Physical Activity Level:
Moderately or vigorously active for less than 30 minutes a day

AGE	FRUITS	VEGETABLES	TOTAL
2	1 CUP	1 CUP	2 CUPS

Physical Activity Level:
Moderately or vigorously active for 30 to 60 minutes a day

AGE	FRUITS	VEGETABLES	TOTAL
2	1 CUP	1 CUP	2 CUPS

Physical Activity Level:
Moderately or vigorously active for more than 60 minutes a day

PULL

Success Cards

Inspire with real-life examples

“If she can do this, I can do this, too”



Hero Mom Success Card #3

"I got my family moving again."

Brenda P.
Stay-at-home mom
Two kids, ages 7 and 4

No Purchase Necessary
You do not have to join a health club. Taking a family walk is a healthy activity.

Dance and Play
Dancing and playing with the kids — even doing chores together — are great indoor exercises and lots of fun. A jumping bean machine, too! Kids should be physically active for an hour or more every day.

Family Time
Schedule family walking, biking or bicycle outings two or three times a month. For more information, visit:
www.cdc.gov/nccdphp/dnpa/physical/everyone.htm

Mail the enclosed reply card to get FREE 'mom-tested' tips about physical activity!
www.cachampionsforchange.net

Funded by the USDA Food Stamp Program through the California Department of Health Services.

Consejos de una Super-Mamá Tarjeta #1

"Pude ahorrar dinero planeando mis compras de frutas y vegetales."

Alma P.
Dedicada al hogar
Un hijo, 14 meses de edad

Hero Mom Success Card #1

"Planning saves me money on fruits and vegetables."

Alma P.
Stay-at-home mom
One child, age 14 months

Compare Prices and Try Store Brands
They often dig and find name brands but have the same nutritional value. Most store brands taste as good as name brands.

Visit a Farmers' Market
Try a farmers' market to save money on fruits and vegetables — many accept EBT cards.

Quick and Healthy
Visit www.cachampionsforchange.net to learn about quick and healthy recipes that use ingredients you can keep on hand. You'll be sure to enjoy them, and they'll be cheaper than going out to eat.

Mail the enclosed reply card to get FREE 'mom-tested' tips and recipes!
www.cachampionsforchange.net

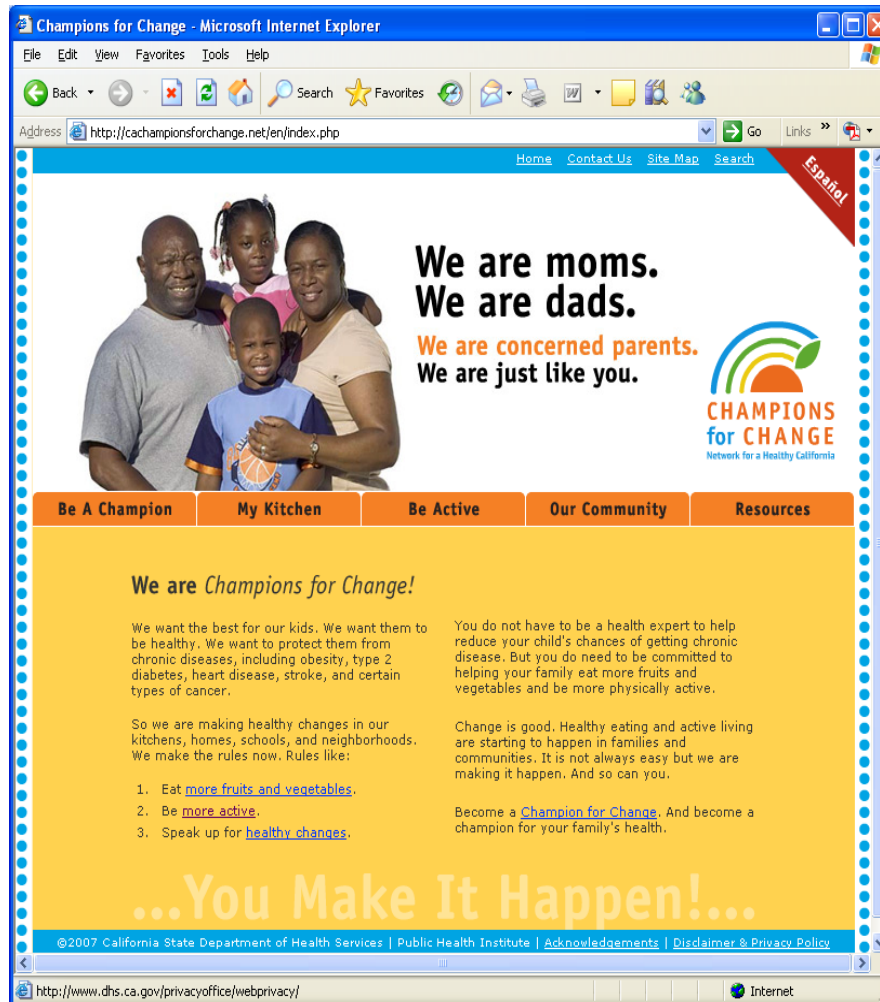
Free Information and Support.
You are not alone. The Search for a Healthy California is here to help with free information and support. Call toll-free or visit our Web site at www.cachampionsforchange.net for more information.

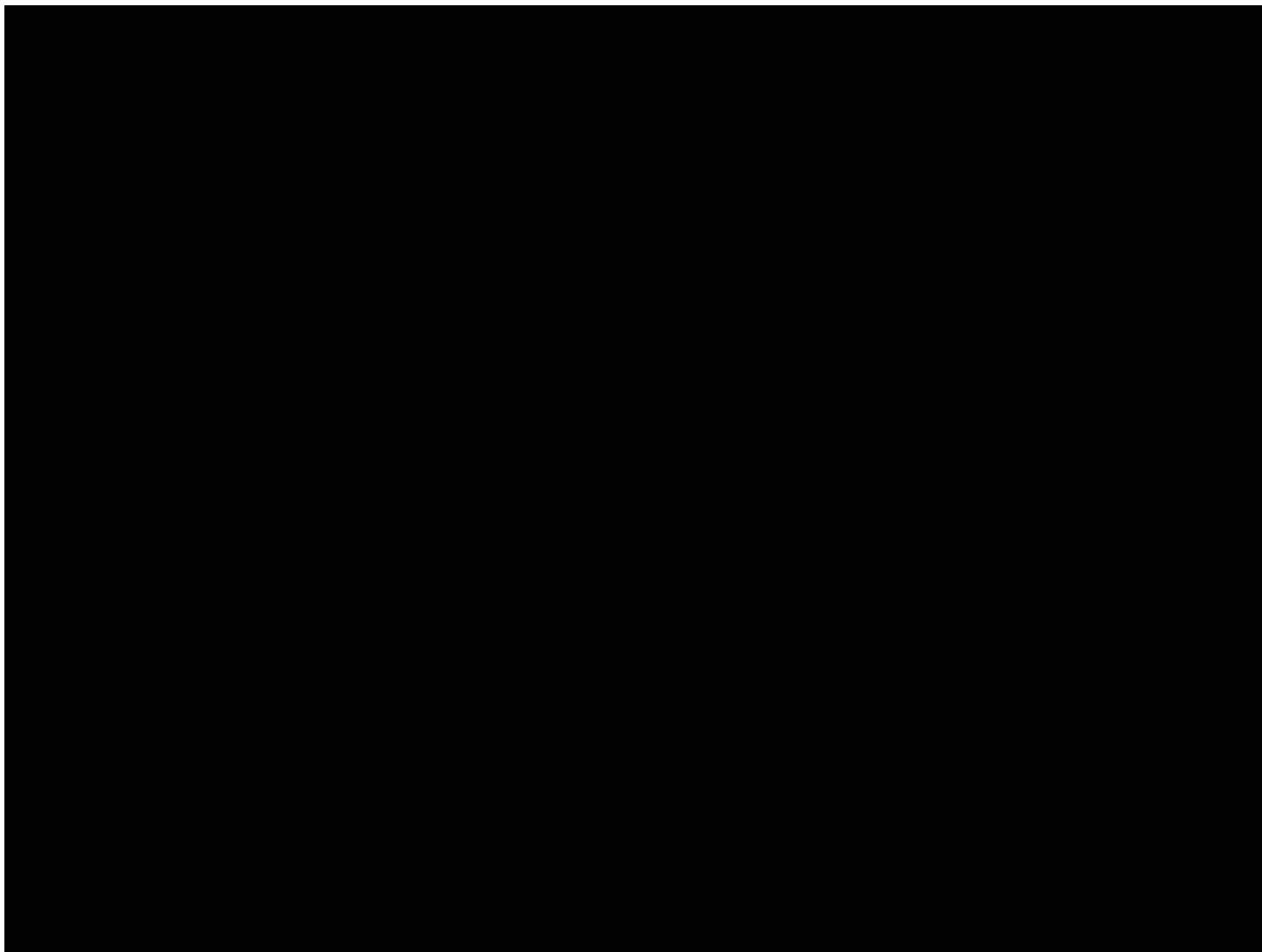
Información y apoyo gratis.
Descubre que no estás sola. La Búsqueda por un California Saludable está aquí para ayudarte con información y apoyo gratis. Llámanos al 1-888-328-3483 o ve a nuestro sitio Web en www.campeonesdelcambio.net para más información.

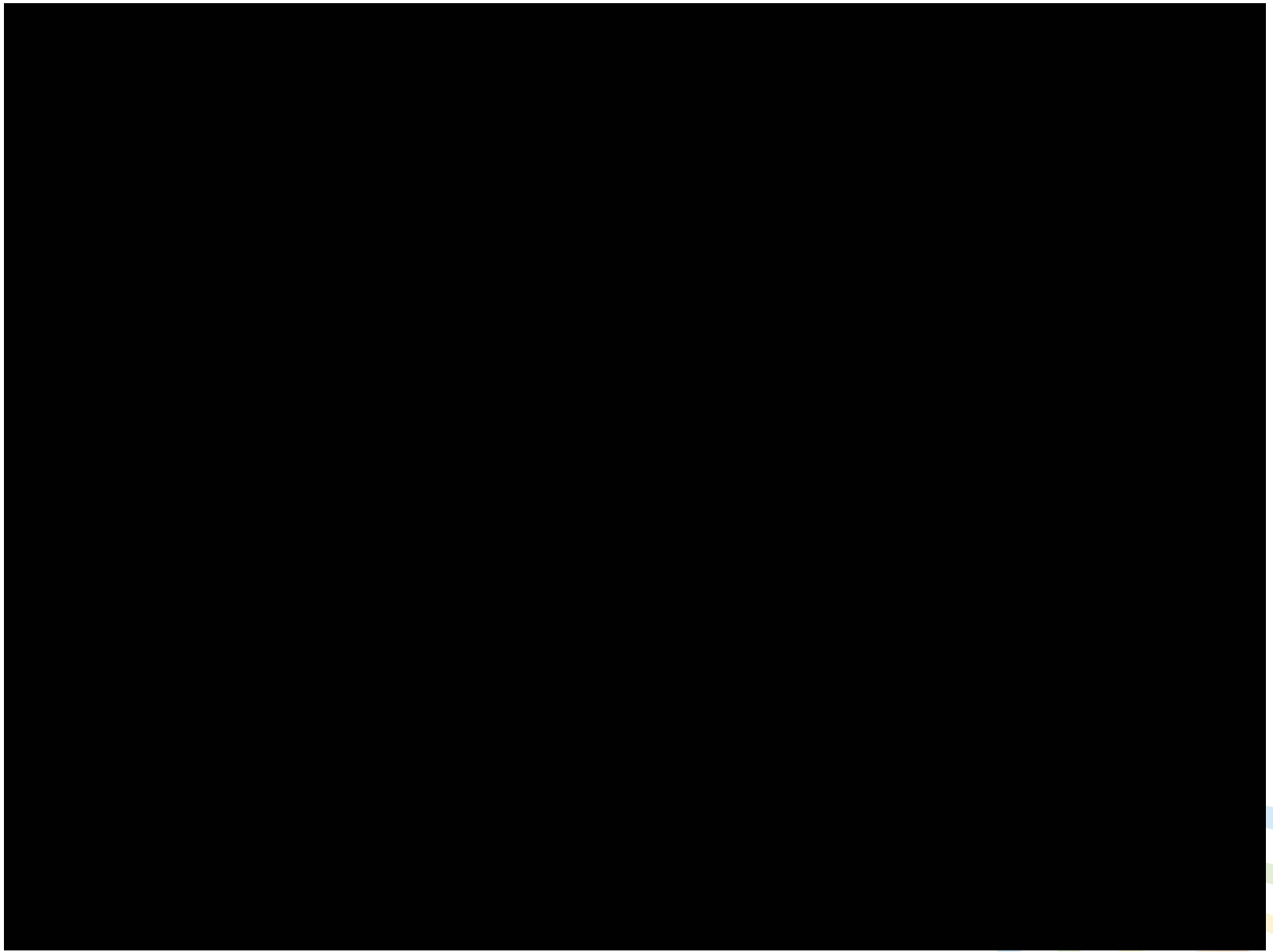
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A New Website Provides Lots of Resources, Tips and More Inspiration

<http://www.cachampionsforchange.net/en/index.php>







The Answer to the Question is “YES”

- **Statewide Advertising *Can* Advance National Nutrition Policy Goals**
 - **Reach Food Stamp Participants Preferentially**
 - **Reach Persons Targeted in Social Marketing Campaigns**
 - **Reach Persons Better in Areas Where Media Is Well-Disseminated**
 - **Deliver a Nutrition Message That Is the Target Audience Can Understand and Accept**
- **...and Inform Programs About the Next Steps to Take with Their Social Marketing Campaigns**



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Network for a Healthy California

<http://www.networkforahealthycalifornia.net>

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